TECHNOLOGY DEPT.

IN THIS ISSUE: 1941 INDUSTRY VOLUME ANALYSIS

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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FEBRUARY 2, 1942
Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 5
WASHINGTON, D. C.

12 MILLION LETTERS

FROM TOWNS AND FARMS listeners again sent WLS a million letters in 1941 (1,191,775 to be exact), making it 12 million in 12 years—the period WLS has been under its present management. Another year, another million — for the *twelfth consecutive year!*

That's a lot of mail, representing a lot of listeners, listeners loyal and responsive to WLS programs and the advertisers who present them. It proves that WLS Gets Results! And it's an audience that can be your audience; ask any John Blair man.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

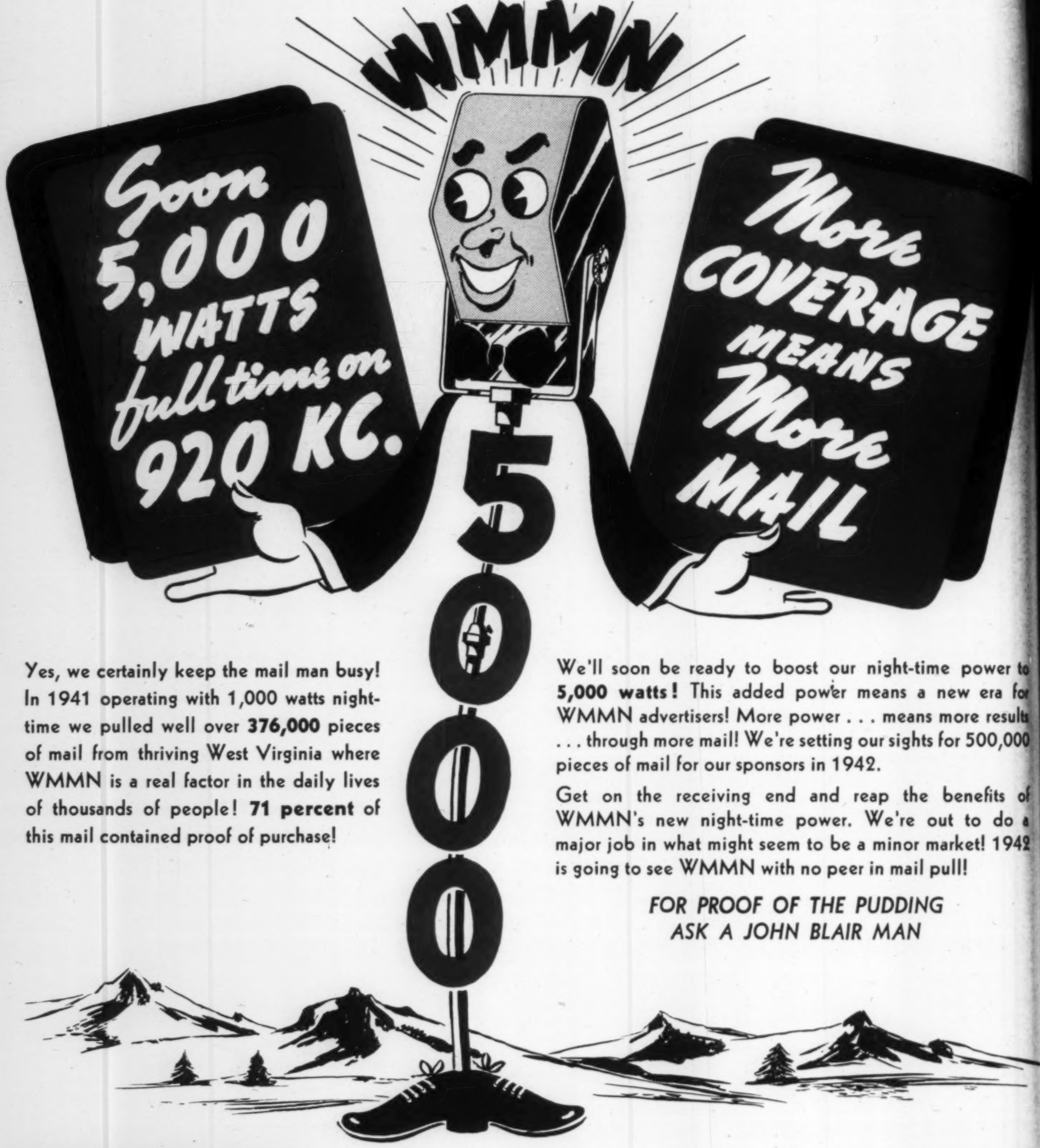
WLS
CHICAGO

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS.
REPRESENTED BY JOHN BLAIR


WMMN
Soon 5,000 WATTS full time on 920 KC.
More COVERAGE MEANS More MAIL
5000

Yes, we certainly keep the mail man busy! In 1941 operating with 1,000 watts night-time we pulled well over **376,000** pieces of mail from thriving West Virginia where WMMN is a real factor in the daily lives of thousands of people! **71 percent** of this mail contained proof of purchase!

We'll soon be ready to boost our night-time power to **5,000 watts!** This added power means a new era for WMMN advertisers! More power . . . means more results . . . through more mail! We're setting our sights for 500,000 pieces of mail for our sponsors in 1942.

Get on the receiving end and reap the benefits of WMMN's new night-time power. We're out to do a major job in what might seem to be a minor market! 1942 is going to see WMMN with no peer in mail pull!

FOR PROOF OF THE PUDDING
ASK A JOHN BLAIR MAN

WMMN
A FORT INDUSTRY STATION
FAIRMONT, W. VA.

"THE VOICE OF THE MONONGAHELA VALLEY"

Member CBS . . . Blair Represents Us Nationally

Alike?

Same size... same shape... but the diamond has more "sparkle"......

"SPARKLE" IS IMPORTANT IN RADIO, TOO

"Sparkle" is that intangible something that sets a radio program apart from the mediocre and drives it into the minds and hearts and purses of listeners. Watts cannot produce it. High power and a low frequency would only make more people realize that a poor program is not worth listening to.

But talent does produce it. High caliber talent, like WSM's artist staff, a group that has won five showmanship awards and is now producing seven network productions for NBC, gives a program the brilliance and "sparkle" that flashes into sales. And when you add WSM's 50,000 watts, a clear channel, a fast growing defense booming market and one of radio's lowest frequencies, you have more than "sparkle" . . . you have sales. At a low cost too.

» » » « « «

A post card will bring some important facts and figures. Why not send it now while you're thinking about it?

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL

HARRY L. STONE, Gen'l. Mgr. WSM NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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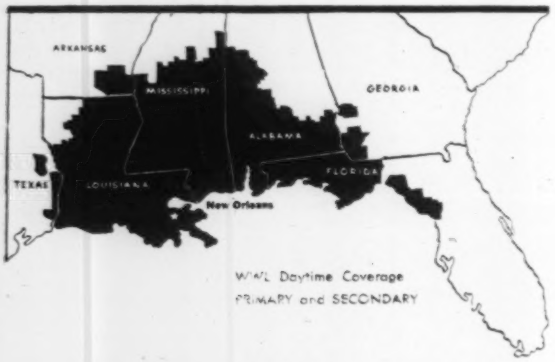
Notes from New Zealand

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

You won't find WWL on many radio push-buttons in New Zealand or Cuba or Alaska, though we have received letters from listeners in all of these places — and throughout the United States.

But in the Deep South this 50,000-watt, clear-channel station is not only first on the push-buttons but first in the hearts of its millions of friends. That means real results for every user of . . .

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

February 2, 1942

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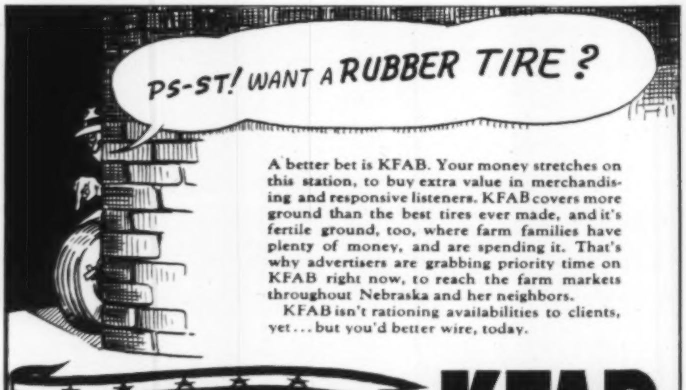
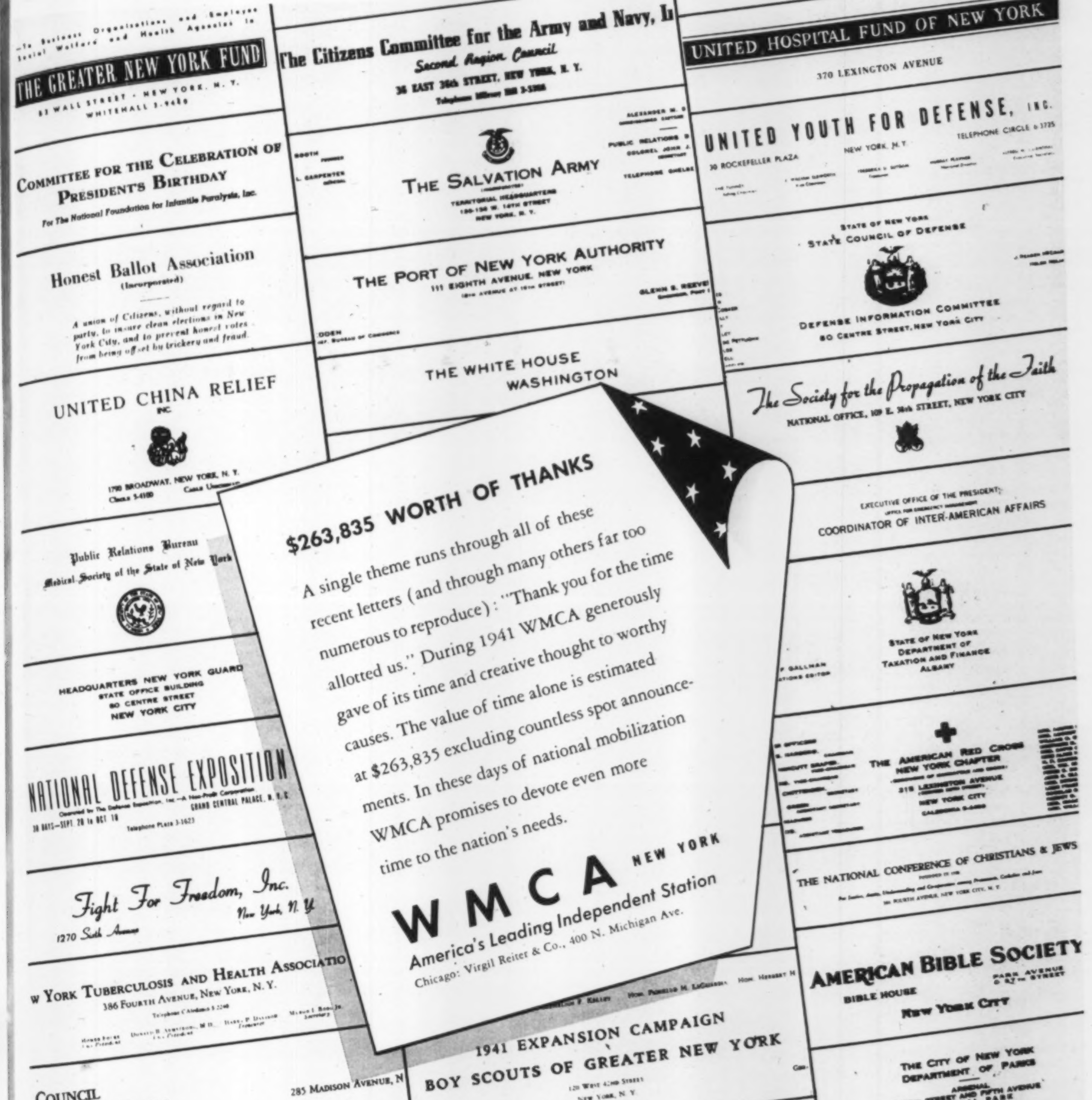

PS-ST! WANT A RUBBER TIRE?

A better bet is KFAB. Your money stretches on this station, to buy extra value in merchandising and responsive listeners. KFAB covers more ground than the best tires ever made, and it's fertile ground, too, where farm families have plenty of money, and are spending it. That's why advertisers are grabbing priority time on KFAB right now, to reach the farm markets throughout Nebraska and her neighbors.

KFAB isn't rationing availabilities to clients, yet . . . but you'd better wire, today.

DON SEARLE — Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN



—To Business Organizations and Employee Social Welfare and Health Agencies in

THE GREATER NEW YORK FUND
82 WALL STREET • NEW YORK, N. Y.
WHITEHALL 3-9480

COMMITTEE FOR THE CELEBRATION OF PRESIDENT'S BIRTHDAY
For The National Foundation for Infantile Paralysis, Inc.

Honest Ballot Association
(Incorporated)
A union of Citizens, without regard to party, to insure clean elections in New York City, and to prevent honest votes from being offset by trickery and fraud.

UNITED CHINA RELIEF
INC.
1790 BROADWAY, NEW YORK, N. Y.

Public Relations Bureau
Medical Society of the State of New York

HEADQUARTERS NEW YORK GUARD
STATE OFFICE BUILDING
80 CENTRE STREET
NEW YORK CITY

NATIONAL DEFENSE EXPOSITION
GRAND CENTRAL PALACE, N. Y. C.
Telephone Plaza 3-1623

Fight For Freedom, Inc.
1270 Sixth Avenue
New York, N. Y.

New York Tuberculosis and Health Association
386 Fourth Avenue, New York, N. Y.

COUNCIL FOR DEMOCRACY
285 MADISON AVENUE, N

The Newark Community Chest
24 BRANFORD PLACE • NEWARK, NEW JERSEY
Market 3-6030
Nineteenth Annual Campaign for Support of 81 Agencies

YOUTHBUILDERS
INC.
220 FIFTH AVENUE, NEW YORK CITY

The Citizens Committee for the Army and Navy, In
Second Region Council
36 EAST 36th STREET, NEW YORK, N. Y.

THE SALVATION ARMY
TERRITORIAL HEADQUARTERS
NEW YORK, N. Y.

THE PORT OF NEW YORK AUTHORITY
111 EIGHTH AVENUE, NEW YORK

THE WHITE HOUSE
WASHINGTON

1941 EXPANSION CAMPAIGN
BOY SCOUTS OF GREATER NEW YORK
New York, N. Y.

Congress of the United States
House of Representatives
Washington, D. C.

THE DEBATING SOCIETY
UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK

American Labor Committee To Aid British Labor

UNITED HOSPITAL FUND OF NEW YORK
370 LEXINGTON AVENUE

UNITED YOUTH FOR DEFENSE, INC.
30 ROCKEFELLER PLAZA
NEW YORK, N.Y.
TELEPHONE CIRCLE 6-3725

STATE OF NEW YORK
STATE COUNCIL OF DEFENSE
DEFENSE INFORMATION COMMITTEE
80 CENTRE STREET, NEW YORK CITY

The Society for the Propagation of the Faith
NATIONAL OFFICE, 109 E. 38th STREET, NEW YORK CITY

EXECUTIVE OFFICE OF THE PRESIDENT
COORDINATOR OF INTER-AMERICAN AFFAIRS

STATE OF NEW YORK
DEPARTMENT OF TAXATION AND FINANCE
ALBANY

THE AMERICAN RED CROSS
NEW YORK CHAPTER
315 LEXINGTON AVENUE
NEW YORK CITY

THE NATIONAL CONFERENCE OF CHRISTIANS & JEWS

AMERICAN BIBLE SOCIETY
BIBLE HOUSE
PARK AVENUE & 57th STREET
NEW YORK CITY

THE CITY OF NEW YORK
DEPARTMENT OF PARKS
ARSENAL
64th STREET AND FIFTH AVENUE
CENTRAL PARK
NEW YORK CITY

INSTITUTE OF SOCIAL ORDER
24 West 16th Street
New York, N.Y.

BROOKLYN CHURCH AND MISSION FEDERATION

$263,835 WORTH OF THANKS

A single theme runs through all of these recent letters (and through many others far too numerous to reproduce): "Thank you for the time allotted us." During 1941 WMCA generously gave of its time and creative thought to worthy causes. The value of time alone is estimated at $263,835 excluding countless spot announcements. In these days of national mobilization WMCA promises to devote even more time to the nation's needs.

WMCA NEW YORK
America's Leading Independent Station
Chicago: Virgil Reiter & Co., 400 N. Michigan Ave.

"He hasn't missed yet!"

● With all due respect for the virtues of modesty, we'd like, this once, to cast modesty aside and mention a fact that more and more agencies and advertisers are coming to recognize. To wit:

Free & Peters knows, or can quickly get, the answer to almost any problem you may have concerning radio advertising!

Yes, we know that sounds like one for the Department of Overstatement—until you consider that our 15 good men spend *all* their time with radio; that our cumulative experience in radio and advertising totals more than two centuries; and that each of our six offices maintains a fine data library.

We'd like nothing better than taking a shot at *your* radio questions. Why not give us a try—just to see how we work in this group of pioneer radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

AND
WRIGHT-SONOVOX, INC.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
DETROIT: *New Center Bldg.* Trinity 2-8444
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 5 WASHINGTON, D. C., FEBRUARY 2, 1942 $5.00 A YEAR—15c A COPY

Gross Time Sales $237,600,000 in 1941

14.2% Gain Over Previous Year Shown; Net Time Sales Were $176,280,000

DESPITE pre-war uncertainty manifested in business during the entire year, broadcast advertising in 1941 attained a new high, with *gross time sales* of $237,600,000—14.2% over the preceding year.

Net time sales of stations and networks (gross billings less frequency and promotional discounts) aggregated $176,280,000, or 13.2% ahead of the preceding year. The 1941 analysis is based on estimates made by BROADCASTING to be released in its *1942 Yearbook* Number, now on the presses with distribution to start this week.

These preliminary data indicate that while dollar volume increased in all classifications, the greatest ratio of increase was in national and regional non-network (spot). The latter classification, based on *net time sales*, aggregated $45,670,000 or 26% of the year's total, as against $37,140,000 for 1940, 23.8% of the aggregate.

Big Network Gain

National network *net time sales* aggregated $80,500,000, or 45.6% of the 1941 total, as against $71,919,000, or 46.2% during 1940.

While local business reached a new all-time high of $47,610,000 in 1941—27% of the year's aggregate in net time sales—it did not maintain its ratio of the preceding year. In 1940, local business totaled $44,757,000, or 28.8% of the whole. Regional network business amounted to $2,500,000, 1.4% of the 1941 total, as against $1,870,000 in 1940, when it constituted 1.2%.

Estimates of *gross billings*, broken down by classifications, gave national networks $106,900,000 of the 1941 aggregate; national and regional non-network $64,200,000, and local $63,500,000. Regional networks accounted for $3,000,000.

While *net time sales* are viewed as the more effective index to industry volume, the conventional gross figures used by competitive media reflect comparative development of the media. *Gross billings* of stations and networks represent the volume of time sold multiplied by the one-time rate charged for facilities, without the deduction of frequency and promotional discounts.

Despite the fact that it is held to be of limited significance in that it does not represent the actual dollars received, the gross figure is recognized as the only common denominator whereby the revenues of various media can be compared on an annual basis, or where a comparative study can be made by use of different media by various product groups or by individual advertisers.

The analysis of 1941 revenues was made for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing, U of Pennsylvania, well-known radio economist. The complete analysis, depicting trends for the various community groups and detailed comparisons with other media, and a 1935-40 analysis of the industry's fiscal development as compared to other media, are featured in the 1942 *Yearbook Number*.

Profit Data Unavailable

Despite the 13.2% increase in *net time sales* over 1940, indications are that the industry as a whole will not show any substantial improvement in net profit. The latter figures will not be available for several months, or until the FCC completes its analysis of financial returns from stations and networks, questionnaires on which now are being dispatched.

Substantially increased costs all down the line, plus sharply increased taxes, will be reflected in proportionately lower net return, it is predicted. Moreover, widespread installation of new equipment, large-scale investment in FM and other plant developments aside from vastly increased overhead, will be reflected in net return.

Dr. Hettinger pointed out that radio advertising volume as represented by net time sales increased at a slightly slower rate during 1941 than during 1940. In the latter year, the figure was $155,868,000, or 19.7% ahead of 1939.

"The marked relative growth of national and regional non-network advertising continued to hold the spotlight in 1941 as it has done almost without exception since about 1934," states the *Yearbook* analysis. "National spot advertising time sales during the year rose 22.9% above the 1940 level a rate of growth almost identical to that of 1940 when spot business increased 23.8%. National and regional non-network advertising has increased 97.5% since 1937 and approximately threefold since 1935."

Analysis of Net Sales

In recent years, *net time sales* have accounted for approximately

Shepard Named Radio Capital Liaison

Will Represent Industry Before Government Agencies

FORMAL creation of the Broadcasters' Victory Council, with John Shepard 3d, president of the Yankee Network and one of the industry's best-known figures, as its chairman, was effected last week as the liaison with all Government agencies having radio functions in the wartime economy.

The culmination of weeks of planning, the Council represents a coalition of industry trade groups toward the goal of effective action for the industry during the emergency. Mr. Shepard was drafted for the chairmanship by the Council and already has established temporary headquarters in Washington.

Council Members

Members of the Council, in addition to Chairman Shepard, are George B. Storer, president of the Fort Industry Co. and interim president of NIB; James D. Shouse, vice-president of WLW-WSAI, designated for the Clear Channel Broadcasting Service in lieu of Edwin W. Craig, WSM, Nashville, its chairman; John E. Fetzer, WKZO, Kalamazoo, owner and NAB director, who was named in lieu of NAB President Neville Miller, and Eugene C. Pullman, president of WIRE, Indianapolis, and president of Network Affiliates Inc.

MR. SHEPARD

Mr. Fetzer's designation, it is understood, came as a result of the Council's conclusion that practical broadcasters should be named. FCC Chairman James Lawrence Fly had advocated formation of the Council, but steadfastly had refused to name the liaison officer, contending this was not a Government matter.

As one of its first official acts, the Council announced last Thursday the appointment of a legal committee to determine "any legal questions which might arise" in connection with its work. To serve without compensation, the committee comprises Louis G. Caldwell, William J. Dempsey, Phillip J. Hennessey, Philip G. Loucks, Paul M. Segal, and Paul D. P. Spearman, chairman.

Whether the Council will function as a permanent body is problematical. It will continue, however, until such time as a "sufficiently

(*Continued on page 40*)

92% of the medium's revenue so that total station and network receipts for 1941 probably were in the neighborhood of $190,000,000, although talent and miscellaneous income are extremely difficult to estimate, Dr. Hettinger brought out. Net time sales during 1937-41, the former year being the first in which the FCC collected fiscal information from broadcasters, are set forth in the following table:

Total Radio Net Time Sales (1937-1941)*

Year	*Net time sales*	*% Change previous yr.*
1937	$117,903.973	------
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,686,247	+19.7%
1941	176,280,000 (Estimated)	+13.2%

*Sources: 1937-1940, FCC releases; 1941, estimated.

Local radio advertising grew more slowly than other forms, with 1941 business having increased but 6.8% over the previous year's level as compared to a general rise in net time sales of 13.2%. Part of this comparatively small increase may have been due to the marked rise in national non-network business, Dr. Hettinger found, for at various times in the past rising spot volume appears to have acted as a brake upon local advertising development.

Analyzing types of business during the year, Dr. Hettinger observed:

"The extremely rapid rise of national and regional non-network advertising, and lag in local business, have resulted in important shifts in the relative importance of the various portions of the medium during recent years. Whereas national network time sales represented approximately 50% of the industry's revenues in 1935 and 1937, they accounted for but 45.6% in 1941.

Local Decline

"In contrast to this downward tendency, national and regional non-network advertising represented 17.3% of the industry total in 1935, 19.7% in 1937, and 26.0% in 1941. Local broadcast advertising during the same period declined in relative importance from 32.3% of total time sales in 1935 to 30.3% in 1937 and 27.0% in 1941."

Estimated gross billings (as distinguished from net) for the years 1927-41 are as follows:

Estimated Radio Gross Billings (1927-1941)*

Year	*National Networks*	*Others*	*Total*
1927	$ 3,833,000	987,000	$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000

* Estimates by Dr. Hettinger and Paul F. Peter, director of research, National Association of Broadcasters.

Breaking down 1941 business by class of station, Dr. Hettinger estimated that national and regional non-network advertising on 50,000-watt unlimited-time clear-channel stations rose approximately 25% during the year, slightly more than the average for the industry as a whole. National spot business on this class of station has shown continued strength for several years.

Parttime 50,000-watt clear-channel stations showed a gain in national spot of slightly in excess of 10%. The gain in national spot was particularly strong on stations in the 5,000-25,000 watt group, where revenues from this source increased in the neighborhood of 45%.

Product Groups

National and regional non-network business on regional unlimited-time stations increased about 25%, while receipts from this source increased in the neighborhood of 30%. Local station revenues from spot increased between 15% and 20% during 1941.

Local broadcast advertising is a comparatively unimportant item on 50,000-watt clear-channel outlets, having risen approximately 10%. On parttime stations of this class it remained comparatively unchanged. Local volume on stations in the 5,000-25,000 fulltime group increased about 15% during 1941. There was but a slight increase in local business on regional unlimited time stations, probably under 5%, due principally to the crowded network and spot schedules. On the other hand, local broadcast advertising on all classes of local stations increased about 12%.

Computation of *gross billings* by product groups for 1941, Dr. Hettinger pointed out, was seriously complicated by failure of NBC to make public any *gross billing* figures for that year. Summaries by product groups have been available for CBS and detailed information also has been published by MBS, he pointed out. It has been possible, on the basis of this and other information, to make a reasonably accurate estimate of national network gross billings by types of products advertised. These were as follows:

Estimated National Network Advertising by Product Groups, 1941

Product group	*Gross billings*	*% total*
Automotive	$ 3,120,000	2.9%
Housing equipment & supplies	2,020,000	1.9%
Tobacco products	15,380,000	14.4%
Confectionery & soft drinks	4,200,000	3.9%
Drug & toilet goods	31,690,000	29.6%
Financial & insurance	1,010,000	.9%
Grocery food products	25,790,000	24.1%
Jewelry & silverware	360,000	.3%
Petroleum products & fuel	6,040,000	5.6%
Laundry soaps & household supplies	13,890,000	12.9%
Publications	1,050,000	1.0%
Travel & Hotels	120,000	.1%
Miscellaneous	2,750,000	2.5%
Total gross billings	$106,900,000	100.0%

On the basis of estimated gross billings, and despite the slacking off of automotive production during the latter part of the year, national network automotive billing increased approximately 10% over the preceding year and once more reached the 1939 level. There has been comparatively little change in the volume of automotive advertising since 1937, when there was a fairly sharp decline, Dr. Hettinger pointed out. But the outlook for 1942 is virtually nil in view of the war ban on production.

Network advertising on housing equipment and supplies rose sharply during 1941 and was 25% above the preceding year's level. This sphere likewise is expected to suffer during 1942 because of priorities, though institutional themes will take up most of this slack.

Tobacco advertising showed little change during the year, rising 5%. It has climbed steadily, however, since 1937, when it amounted to $8,800,000, and in 1941 was estimated to have totaled $15,380,000.

(*Continued on page 36*)

Ryan Denies Shepard's Appeal To Ease Open-Mike Decision

Holds Stakes Are Too High to Take Chances; New Remote Plan Is Offered by Taft

HOLDING "there is too much at stake both for the country and for the broadcasting industry to run even the slightest risk", J. Harold Ryan, assistant director of censorship in charge of broadcasting, last Wednesday rejected industry proposals that "open mike" interviews falling in the man-on-the-street category be permitted on a rigidly controlled transcribed basis.

He advised John Shepard 3d, Yankee Network president, as chairman of the NAB National Defense Committees, that the provisions would become effective Feb. 1 as provided in the radio censorship code and remain in effect for the duration.

Interpretations Sought

Mr. Shepard had petitioned for relaxation of the ban under specified conditions prior to the Feb. 1 effective date [BROADCASTING, Jan. 26]. It had been estimated that in the neighborhood of $3,000,000 in local commercial business would be affected by enforcement of the ban.

Meanwhile, the Censorship Office has been besieged with requests for interpretations on borderline cases, with several hundred inquiries on hand since the code was issued Jan. 16. In certain instances Mr. Ryan has found it feasible to authorize continuance of particular types of quiz programs and those that appear questionable, it is felt, should be checked with his office.

Last Friday the Censorship Office took under advisement a plan proposed by Hulbert Taft Jr., general manager of WKRC, Cincinnati, for modification of the rigid ban to permit pre-selection of interviewees on "Man-on-the-street" broadcasts. Interviewees would be selected in advance from reputable organizations, such as civic groups, women's clubs and church groups. Mr. Taft emphasized the desirability of retaining "street noises" and pointed out that all danger of exploitation would be effectively blocked by prebooking.

The proposal was laid before Director of Censorship Byron Price and Mr. Ryan by the new Broadcasters' Victory Council at the Friday meeting. Mr. Taft appeared as proxy for Eugene C. Pulliam, WIRE, Indianapolis. Others present were Chairman Shepard and James D. Shouse, WLW, Cincinnati, for the Clear Channel Broadcasting Service, John Fetzer, WKZO, Kalamazoo, NAB representative, and George B. Storer, Fort Industry Co., NIB president and organizer of BVC.

No Time for Risks

Mr. Ryan wrote Mr. Shepard:

"While we recognize the extreme care you have given the entire matter in suggesting the safeguards that you have interposed in the type of quiz program known as 'man-in-the-street', this office is still very reluctant to recede from its stated position in the Code of Wartime Practices for American Broadcasters that this type of program should be withdrawn for the duration of the war.

"This office feels there is too much at stake both for the country and for the broadcasting industry to run even the slightest risk, and certainly risk still does remain in spite of the safeguards suggested."

PROBLEMS CREATED by priority demands were discussed by William Ramsay, Cincinnati radio director of Procter & Gamble Co. (left) and Donald W. Thornburgh, CBS Pacific Coast vice-president, as they peered intently from the sidelines during recent rehearsal of the weekly half-hour program, *Hap Hazard*. Mr. Ramsay was on the West Coast in late January.

Assignments Frozen Pending Nelson Order

New Construction in Areas Having Some Primary Service Shut Off

ALL FUTURE construction of broadcast stations in areas now receiving primary service from one or more stations has been shut off by the FCC pending issuance of orders by Donald M. Nelson, War Production Board chief, which will result in freezing of broadcast assignments.

FCC Chairman James Lawrence Fly told BROADCASTING last Friday that, as a prelude to the formal promulgation of priorities on broadcast construction, the FCC, upon recommendation of the Defense Communications Board, already has revised its procedure to conform to the anticipated requirements. DCB, of which Chairman Fly also is head, at its meeting this Thursday will complete its formal recommendations to Director Nelson, with the order to come shortly thereafter.

To Honor CPs

For the time being, at least, it appears that construction permits now outstanding will be honored, with completion of installation allowed in accordance with priority ratings already assigned. There are some 150 broadcast construction permits in various stages of completion for both new and improved facilities. It is presumed that where stations have made progress in installation or have equipment on order, completion will be allowed. But pending applications for new or improved facilities involving substantial new construction will be pigeonholed.

There are outstanding some 35 construction permits for new broadcast stations, as well as about 60 construction permits for FM outlets. In addition, there are some 200 applications for new stations pending—160 for standard and 50 for FM outlets.

Following is the text of the FCC announcement late Friday on the freezing order:

> At the request of the DCB , pending the adoption of a specific policy by that Board and the War Production Board with respect to curtailing standard broadcast construction to meet materiel requirements by the military, the FCC will make no further grants for the construction of new standard broadcast stations or authorize changes in existing standard broadcast transmitting facilities where all or a substantial part of the primary area in either category already receives good primary coverage from one or more other stations.
>
> In general the FCC's standards of good engineering practice will be used as a guide in the determination of good primary service. National defense requires that there be adequate broadcast facilities, but this does not alter the fact that every economy in the use of critical materials for securing and maintaining these facilities must be practiced to the end that there will be the greatest possible saving in materials.
>
> Today's announcement concerns standard broadcast facilities only. It is understood that the DCB is proceeding with studies looking toward the conservation of materials in all other radio services and will submit recommendations at the earliest practicable date.

Chairman Fly said that only in territory where there exists a real demand for service will future authorizations be made. This does not mean that new frequency assignments using existing equipment will be banned, however. The test will be whether the area in question has adequate primary service as distinguished from secondary or intermittent service.

Plants at Capacity

Practically all manufacturing plants engaged in both transmitter and receiver production are working at capacity on some $2,000,000,000 of radio and related equipment for the military services. Planes, tanks, submarines and other fighting equipment must be supplied. In addition, new plants are being built for tube and transmitter production. The military demand greatly exceeds existing factory capacity.

The priorities on broadcast transmitting equipment will be followed by similar restrictions of a greater or lesser degree on other radio services. These will cover police, civil aviation, point-to-point and the miscellaneous operations.

While the impending restrictions mean in effect there will be little or no new construction, provision will be made for repair and maintenance equipment. Essential broadcast operations will be maintained, it is felt, with adequate provision made for replacements.

To Consider Applications

Last month Mr. Fly declared that freezing of assignments was inevitable [BROADCASTING, Jan. 19]. At that time the DCB was formulating its recommendations for the then Office of Production Management, now succeeded by the War Production Board. The FCC staff is devoting more and more time to war factors and a War Liaison Committee is being set up within the Commission to maintain contact with all Government agencies, particularly on priority status.

In a nutshell, the new policy is expected to result in freezing of assignments in areas now regarded as adequately served, thus avoiding duplication of service. New construction will be denied in all such areas. Applications for modification in areas not adequately served will be considered, assuming equipment is available or that existing equipment can be used.

HIS RADIO SHOW isn't something abstract for Martin Straus, head of the Eversharp Pen & Pencil Co. Mr. Straus' offices are in Chicago but he frequently boards a plane and flies to New York to sit in on *Take It or Leave It*, sponsored by his company. That's Mr. Straus on the left going over the script with Phil Baker, comedian and quiz master of the program.

Robson Aids OEM

WILLIAM ROBSON, radio director of Lennen & Mitchell, New York, last Jan. 15 joined the radio division of the Office of Emergency Management as special radio consultant under Bernard C. Schoenfeld, division chief. He will continue his agency duties spending Monday, Tuesday and Wednesday in New York and the remaining three days each week in Washington.

Ban Against Press Ownership Is Dangerous, Hays Declares

Windup of FCC Hearing by mid-February Is Seen; Technical Witnesses Favor Press Operation

PRESAGING conclusion of the protracted newspaper - ownership inquiry by mid-February, the Newspaper-Radio Committee continued presentation of its affirmative case for newspaper-ownership of broadcasting facilities from Wednesday through Friday last week.

Following presentation of academic and technical testimony, the sessions were highlighted Friday by the appearance of Arthur Garfield Hays, internationally known lawyer who for 21 years has been counsel for the American Civil Liberties Union.

'Dangerous Precedent'

Countering previous testimony of Morris Ernst, another well-known lawyer member of the Union, Mr. Hays described the indicated move of the FCC to prohibit ownership of radio stations by newspapers as a "dangerous precedent". He pointed out that such a move was only the first step toward similar prohibitions against station ownership and operation by other outside interests, from department stores to schools.

Mr. Hays emphasized the danger of any discriminatory effort, designed to benefit the public interest, which is based on a general rule depriving any individual or group in any business or profession of their civil rights under the law.

In explaining his appearance, Mr. Hays declared, "I'm here today because I think a problem of free speech is involved, and a very substantial one."

During the sessions, which were recessed Friday until Feb. 5, it was indicated by Sydney M. Kaye, Newspaper-Radio Committee associate counsel, that presentation of the committee's case probably will be completed by mid-February. Mr. Kaye, flanked by associate counsel, A. M. Herman and George K. Hourwich, has handled the committee's presentation during the last two weeks. Judge Thomas D. Thacher, chief counsel of the committee, has been absent because of other commitments in New York in connection with national defense. In the absence of FCC Chairman James Lawrence Fly, Commissioner Paul A. Walker has presided at recent hearings sessions.

Committee Witnesses

Appearing as Newspaper-Radio Committee witnesses during the three-day session were Dr. Frederick S. Siebert, director of the Illinois U School of Journalism; Richard Cluett, instructor of marketing at the Wharton School of Commerce, U of Pennsylvania; A. D. Ring, Washington consulting engineer and former FCC assistant chief engineer; Dr. Paul Lazarsfeld, director of the Columbia U Office of Radio Research; Mr. Hays.

Examination of witnesses was handled by Sydney M. Kaye, associate counsel of the Committee, with Eugene Cotton cross-examining as FCC counsel.

Tracing the origin and history of the doctrine of freedom of the press in England and America, Dr. Siebert commented that the main purpose of the First Amendment was "to set up a warning, a guide-

(*Continued on page 52*)

Early Probe by House Into FCC Seen

Cox Leads Movement to Investigate 'Abuse Of Power'

RESURGENCE of Congressional sentiment for a full-scale inquiry into radio regulation, irrespective of the war, developed last week, with strong indications that hearings will be called either by a select five-man investigating committee or by the full House Interstate & Foreign Commerce Committee.

Despite known FCC majority and possibly Administration opposition to an inquiry, sentiment among the House leadership appeared sufficiently strong to warrant the conclusion that a legislative inquiry will be convened.

Plans Resolution

The strongest expression came from Rep. E. E. Cox (D-Ga.), ranking majority member of the House Rules Committee, who loosed a vitriolic attack upon FCC Chairman James Lawrence Fly, charging him with "monstrous abuse of power" and describing him as "rapidly becoming the most dangerous man in the Government".

Rep. Cox, a member of the House leadership, delivered the attack on the House floor last Wednesday as a prelude to introduction of a resolution calling for a sweeping investigation. Afterward he conferred with House leaders, including Chairman Clarence F. Lea (D-Cal.), of the House Interstate Commerce Committee, and Rep. Jared Y. Sanders (D-Ala.), author of a bill (HR-4597) to reorganize the FCC. Two months ago the committee decided to hold hearings early this year on the Sanders Bill and a meeting to set the date will be held shortly.

Rep. Cox said last Friday he would introduce his resolution early this week. He said he is confident "there is going to be an investigation" in the House, and indicated he favored the select five-man committee. His resolution, when introduced, will be referred to the all-powerful Rules Commitee, of which Rep. Cox is recognized as the strongest member.

Industry Sentiment

Rep. Martin Dies (D-Tex.) also is a member of the committee and recently attacked Chairman Fly and the FCC because of the Commission's retention of Dr. Goodwin Watson, senior analyst of the Foreign Broadcast Monitoring Service, charged with Communistic leanings.

Industry sentiment in favor of hearings to reappraise the 15-year-old Communications Act has tapered off somewhat since the war. The NAB Executive Committee in New York last Thursday concluded that now is not the time to press for new legislation, in the light of war developments.

This expression, however, apparently has not altered the view of interested members of Congress. NAB President Neville Miller, it is understood, favored preparation for the hearings on the ground that the industry has been seeking Congressional reappraisal of the statute practically since enactment of the Communications Act in 1934, which encompassed the same provisions embraced in the 1927 Act.

The FCC, industry leaders have maintained insistently until now, has arrogated to itself authority and functions not contemplated by Congress.

Sanders Bill

The Sanders Bill, introduced on Aug. 5, provides for reorganization of the FCC into two separate divisions—one to handle broadcasting and related services and the other common carriers. The chairman would be the executive officer with no vote, except when serving as a substitute for an absent member on either division. The bill would restrict the FCC's authority in many particulars, and would be designed to stop such regulations as the industry in the past has regarded as onerous.

Opponents of legislative hearings at this time feel that the industry might be saddled with undue restrictions because of the war emergency. On the other hand, industry supporters of legislation contend that the FCC's new regulations are little short of "slow death" for commercial broadcasting.

Rep. Cox assailed Chairman Fly and the Commission in a brief address to the House last Wednesday. In informed circles it is thought he has taken cognizance of proceedings involving renewal of the license of WGST, Atlanta, now operating under lease to a company headed by Sam Pickard, former CBS vice-president, but owned by the Georgia School of Technology.

Sharp exchanges already have been occasioned during the renewal proceedings, with Gov. Eugene Talmadge favoring a new leasehold arrangement whereby Lucas & Jenkins, station and theatre operators in the South, would operate the station. Chairman Fly several weeks ago strongly condemned the Lucas & Jenkins group for allegedly exerting political influence in the proceedings.

'Gestapo' Charge

In addressing the House last Wednesday, Rep. Cox charged that Chairman Fly "is using a good law to a bad end". Speaker Sam Rayburn (D-Tex.) several months ago is reported to have made a somewhat similar allegation against the FCC, contending that the statute was excellent but that its administration was faulty.

Rep. Cox charged that Chairman Fly "maintains an active and ambitious Gestapo and is putting shackles on the freedom of thought, press and speech without restraint". He continued:

"In the pretended regulation of the broadcasters, which need regulating, he is breaking down those freedoms which guard all others. He is taking advantage of the stress of the moment to federalize all means of communication.

'Must Be Stopped'

"I had therefore opposed the investigation of executive departments of the Government, but the Communications Commission as now operating under Mr. Fly must be stopped and I intend offering a resolution for House investigation."

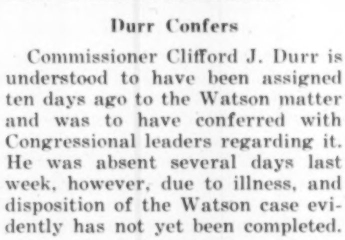
The Goodwin Watson affair likewise has tended to arouse opposition to the FCC in the House. The House, in acting on the FCC appropriation for the fiscal year 1943, prohibited the payment of salary to Dr. Watson on grounds of alleged Communist front activities [BROADCASTING, Jan. 26].

Considerable feeling has been provoked against the FCC because of this incident, and it has been reliably reported that the almost unprecedented action of withholding an employe's salary came as a result of purported failure of the FCC to carry through on a commitment to dismiss Dr. Watson.

Durr Confers

Commissioner Clifford J. Durr is understood to have been assigned ten days ago to the Watson matter and was to have conferred with Congressional leaders regarding it. He was absent several days last week, however, due to illness, and disposition of the Watson case evidently has not yet been completed.

Rep. Sanders told BROADCASTING last Friday that he was confident there would be a hearing and that he felt "most emphatically there should be one". The committee has one or two matters to handle before it can set a date, he said, explaining that it was likely three weeks or a month would be allowed parties to prepare for the proceedings.



DIGIT DOCKET of the staff of KMBC, Kansas City, was compiled by local police, with Manager Arthur B. Church as the first to get himself on record. One set of prints was sent to the FBI, Washington; the other retained by the local authorities for their files.

NAB Defense Pos Is Given to Fetzer

Regional Meetings Proposed; House Probe Opposed

APPOINTMENT of John E. Fetzer, owner of WKZO, Kalamazoo, as chairman of the NAB National Defense Committee, to replace John Shepard 3d, Yankee Network president, resigned, highlighted the meeting of the NAB executive committee last Thursday in New York. Mr. Shepard, who last week was named chairman of the Broadcasters' Victory Council, voluntarily relinquished the NAB post.

As chairman of the defense committee, Mr. Fetzer was named to represent the NAB on the Broadcasters' Victory Council. Members of the council represent each of the five trade groups in the industry.

Hearings Opposed

The committee, over the opposition of NAB President Neville Miller, indicated it did not favor legislative hearings at this session of Congress for revision of the Communications Act. Plans are under way, however, for hearings either before the House Interstate & Foreign Commerce Committee or before the House committee of five, which will be proposed by Rep. Cox (D-Ga.) [see page 9].

Plans for a group of district meetings in the eight even numbered districts during the next few weeks were discussed by the executive committee. One-day sessions, for the purpose of electing district directors, are involved. A schedule of the sessions shortly will be issued.

The board discussed the current war situation, plus a number of industry matters, without action. A plan proposed by Roger Clipp, general manager of WFIL, Philadelphia, that the industry establish a war relief fund, with money contributed by broadcasters to be distributed to the families of broadcasters who may be killed in action, was considered and a committee will be appointed to study it. Mr. Clipp will be named chairman, Mr. Miller said.

Attending the session, in addition to President Miller, were James D. Shouse, WLW-WSAI, Cincinnati; Paul W. Morency, WTIC, Hartford; John Elmer, WCBM, Baltimore; John J. Gillin Jr., WOW, Omaha, and O. L. (Ted) Taylor, KGNC, Amarillo. Also present were Edward Klauber, CBS executive vice-president, and F. M. Russell, NBC Washington vice-president. Don Elias, WWNC, Asheville, was absent.

JACK MILEY, New York sportswriter formerly of the *Mirror*, *Daily News* and *Post*, has been assigned the five-weekly 6:15-6:30 p.m. sport news period on WJZ, New York, formerly handled by Bill Stern, NBC sports director. The program will be titled *Sports Today With Jack Miley*, as of Feb. 2. Bill Stern, at the same time will move his sports series to 6:45-7 p.m. on NBC, originating at WEAF, New York.

"WHICH CAN YOU HEAR THE BEST?"

One thing you big-city cosmopolites may possibly forget when you're buying Iowa radio time, is this:

Out here in Iowa, we can't do as you do in big cities—we can't just dial in any one of three or four big stations, all of which are actually located within a few miles of our homes. To most Iowa listeners, the nearest station is a long distance away. And even then, the nearest station is probably just a small station.

That's one reason why WHO, the only 50,000-watter in Iowa, is really the most *hearable* station to a very large percentage of ALL Iowa people. WHO, with 50,000 watts, comes *booming* into every section of the State—and is the ONLY station that does.

Iowa people, like you, are inclined to listen to the station they hear best. And that is Station WHO! May we send you the proof of this listening?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Court Clips FCC Press-Radio Authority

Powers Defined in Denying Appeal Of Stahlman

"THE FCC won the battle but lost the war."

That was the way radio's legal fraternity was disposed to interpret the momentous opinion of the U. S. Court of Appeals for the District of Columbia last Monday (Jan. 26) sustaining the right of the FCC, within limitations, to subpoena witnesses and to conduct its newspaper ownership investigation. [See text below].

While the court upheld the opinion of the District Court in Washington, ordering appearance of Comdr. James G. Stahlman, publisher of the *Nashville Banner* now on active duty in the Navy, at the FCC's newspaper inquiry, Chief Justice D. Lawrence Groner and Associate Justice Fred M. Vinson nevertheless served notice on the Commission that the court knew of nothing in the statute which would allow the FCC to discriminate against newspaper ownership.

Associate Justice Henry W. Edgerton did not commit himself on the newspaper ownership issue, on the ground that it was not before the court.

Limited Power

The court's unexpected opinion, written by Chief Justice Groner, was regarded as one that will have an important bearing on the outcome of the newspaper ownership inquiry and on regulations which the FCC's majority may or may not have had in mind. Chief Justice Groner's pointed analysis of the limitations of the FCC's power was seen as vindication of the position taken by Commissioners T. A. M. Craven and Norman S. Case in opposing the newspaper ownership order issued nearly a year ago.

There is little likelihood of appeal by Comdr. Stahlman. Although his counsel, Elisha Hanson, would not comment formally on the ruling, it was apparent at the outset of the proceedings that the challenge of the Commission's right to subpoena the Nashville publisher was based largely on the contention that the FCC was without authority to do anything about divorcement of newspapers from station ownership.

Thus, it is deduced, the principle for which Mr. Hanson fought has been established by the court, though the Commission's right to subpoena witnesses was upheld.

But even the Commission's right to subpoena witnesses was circumscribed by the court. It bars "fishing expeditions" and holds that the Commission cannot require witnesses whom it may summon to bare their records "in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment . . .". There had been complaint from industry sources that the FCC, in its preliminary investigation prior to the opening of the inquiry, had practically rifled files of some stations and had proceeded on what was tantamount to a "dragnet" basis.

Possibility of Appeal

The FCC found itself in an anomalous position as a result of the decision. Whether it can seek a Supreme Court review on certiorari is debatable, since it actually won the point in litigation—its right to subpoena Stahlman. Should the other side appeal, however, it would have a basis on which to participate, but this is regarded as extremely unlikely.

While Chief Justice Groner's observations regarding the FCC's authority to distinguish between newspaper licensees and others were described as in the legal realm of "dicta", it nevertheless was pointed out they effectively served notice that at least Justices Groner and Vinson feel the FCC cannot forestall newspaper ownership of stations, all other things being equal.

The FCC, of course, takes the position that it won its point and that therefore the hearings will continue as scheduled. But there is no question that the majority is crestfallen over the result. The Commission only the preceding week (Jan. 21) had denied a formal petition by the Newspaper-Radio Committee to adjourn the inquiry for the duration. It held that the nation's war effort would be aided, rather than hindered, by completion of the investigation.

Cites Other Cases

With notice already served by the court that it finds no legal basis on which the FCC can prevent a newspaper from receiving a station license, it is obvious that should the Commission attempt to limit newspaper ownership in any fashion, protracted litigation immediately would ensue. Thus, it was pointed out, the FCC's conclusion in denying the petition to adjourn for the duration as a means of expediting the whole matter does not hold water.

Chief Justice Groner, in his strongly worded opinion, referred to the Tri-State Broadcasting Co. case, involving an El Paso newspaper application, as precedent, pointing out that the court previously held that there is nothing in the act which prejudices the right of a newspaper as such to operate a station.

He also alluded to the Supreme Court opinion in the Sanders case as the basis for the conclusion that an applicant's eligibility is unchallengeable if proof of citizenship, character and financial and technical qualifications to operate in the public interest is ascertained, and if a facility is available.

It is presumed that in due course the FCC will command Comdr. Stahlman to appear before it. It had set forth at the time the right to issue the subpoena had been challenged that it desired to question him on various phases of newspaper ownership and the relationship of the newspaper industry and press associations in overall station operation.

The court said that the highest tribunal in the old Nelson Bros. case had held that the Commission's right to grant or refuse licenses in the public interest is not a grant of unlimited power but only the right to control the range of investigation in ascertaining what, within the compass of the act, is proper to satisfy the requirements.

"It does not embrace and should not be extended by implication to embrace a ban on newspapers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chose," the court held. "This, we think, would be in a total contravention of that equality of right and opportunity which Congress has meticulously written into the Act, and likewise in contravention of that vital principle that whatever fetters a free press fetters ourselves. In this view, we need not consider whether the power exists even in Congress, for Congress has not undertaken, and probably never will undertake, to delegate such power to the Commission."

Groner Quotes Bible

Then the court added a Biblical phrase that will often be quoted in future radio litigation. It said that in the present state of the law a newspaper owner who is also the owner of a broadcast station may very well say to whoever challenges this dual right: "Who art thou that judgest another man's servant? To his own master he standeth or falleth."

TEXT OF NEWSPAPER DECISION

Following is the full text of the opinion of the U. S. Court of Appeals for the District of Columbia, rendered Jan. 26, on the appeal of James G. Stahlman, publisher of the "Nashville Banner", challenging the FCC's right to subpoena witnesses for its newspaper-ownership inquiry. The case was argued Dec. 3 before the court by Elisha Hanson, for Comdr. Stahlman, and by Thomas E. Harris, FCC assistant general counsel:

Before GRONER, C. J., and VINSON and EDGERTON, JJ.

GRONER, C. J.: On March 20, 1941, the FCC issued its order No. 79, which directed that it

". . . undertake an immediate investigation to determine what statement of policy or rules, if any, should be issued concerning applications for high frequency broadcast stations (FM) with which are associated persons also associated with the publication of one or more newspapers . . . and that such investigation . . . shall also include consideration of statements of policy or rules, if any, which should be issued concerning future acquisition of standard broadcast stations by newspapers."

In July following, the Commission issued a supplemental order No. 79-A,[1] in which it particularized the subjects to be considered at the hearing. About the same time the Commission forwarded to broadcast station licensees a questionnaire intended to elicit information concerning the relations between licensees and newspapers in their respective communities, and in the latter part of July issued and served on appellant a subpoena requiring his presence in Washington on Aug. 1, "then and there to testify in the above-entitled cause now pending before this Commission".

Appellant is the publisher of the *Nashville Banner*, and in times past has been president of the American Newspaper Publishers Assn., president

(*Continued on page 45*)

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[1] Now, therefore, it is ordered, that, pursuant to the aforesaid order, testimony and other evidence be taken with reference to the following matters, in addition to such other matters as the Commission may from time to time direct:

1. To what extent broadcast stations are at present associated with persons also associated with publication of one or more newspapers, the classification (in terms of power, location, network affiliation, etc.) of broadcast stations so associated, the circumstances surrounding such association, and the tendency toward such association in the future.
2. Whether joint association of newspapers and broadcast stations tends or may tend to prejudice the free and fair presentation of public issues and information over the air, or to cause editorial bias or distortion, or to inject editorial policy or attitude into the public service rendered by broadcast stations as a medium of public communication.
3. Whether joint association of newspapers and broadcast stations tends or may tend to restrict or distort the broadcasting of news, or to limit the sources of news to the public, or to affect adversely the relation between newsgathering services and broadcast stations.
4. Whether the joint association of newspapers and broadcast stations has or may have any effect upon freedom of access to the radio forum, for the discussion of public issues.
5. Whether the joint association of newspapers and broadcast stations tends or may tend to lessen or increase competition among broadcast stations or to result in the monopolization of local broadcast facilities.
6. Whether the joint association of newspapers and broadcast stations tends or may tend to increase or decrease concentration of control over broadcast facilities or the use thereof.
7. Whether the joint association of newspapers and broadcast stations constitutes or may constitute an undue concentration of control over the principal media for public communication.
8. Whether joint association of newspapers and broadcast stations tends or may tend to result in the utilization of improved facilities and skilled, experienced personnel for the procuring and dissemination of information and opinion by broadcast stations.
9. Whether joint associations of newspapers and broadcast stations tends or may tend to insure greater economic stability for broadcast stations and to encourage the maximum technological development of radio.
10. What considerations influence newspaper interests to acquire broadcast stations.

They're talking about...

Left to right, seated-Benjamin Kline, Karl Steinmann, Joseph Katz, Abraham Watner, William Freiert, Victor Skruck. Standing-Samuel Hammerman, chairman banquet committee; Theodore Newhoff, Ralph Brownfield, William Childs, Advertising Club president.

BUSINESS in BALTIMORE!

Why deal in understatement? These men are talking about the biggest business in Baltimore's history . . . helping to preserve the American way.

Ten men around a table . . . leaders of the ever-active Advertising Club of Baltimore . . . tackling the toughest and most welcome job of their lives. Suddenly an idea was born. Why not utilize their annual banquet for DEFENSE? Why not remove its social trappings—and do a man-size SELLING job? Why not use it to sell Americans a share in America?

Once the mental machinery started rolling, there was no stopping this assembly line of patriotic Baltimoreans. They chose as their keynote the Defense Payroll Allotment Plan. They pledged to buy ONE MILLION DOLLARS worth of Defense Stamps and Bonds in 1942 through the cooperation of every Ad Club member and his employees. They rechristened their banquet "THE MILLION DOLLAR DEFENSE DINNER"—secured as guest of honor Secretary of the Treasury Morgenthau. "Fun For A Night" was replaced with "Freedom Forever."

The Advertising Club of Baltimore represents the "cream" of the city's merchants. As such, they prefer WBAL to promote their own businesses. They use WBAL to get their products in countless more homes in Baltimore and surrounding states. They know full well the worth of WBAL's 50,000 watts.

WBAL

50000 WATTS BALTIMORE

ONE OF AMERICAS GREAT RADIO STATIONS

NBC RED—The Network Most People Listen To Most

This advertisement prepared by Theodore A. Newhoff Advertising Agency

Radio Transmitters, Receivers To Receive Priority in Power

Fears of Shutoff Unwarranted, FPC Insists; Miller Points to Vital Industry Functions

FEARS of an eventual power shutoff affecting radio transmitters and possibly home receiving sets were dispelled last week by high officials of the Federal Power Commission.

The fears arose from a report to the House Appropriations Committee by FPC Chairman Leland Olds, whose statements were interpreted in some industry quarters as endangering the industry's power supply.

FPC officials stated that radio transmitters have been placed in the same category with other essential utilities and that there will definitely be no shut-down of power to transmitters. It was also stated that home power consumption would not be shut off in any case except in the most extreme emergency.

Voluntary Conservation

In testimony in hearings on the 1943 Independent Offices Appropriation Bill, Chairman Olds stated "that the tremendous American war production effort was demanding more power than there is available in many sections of the country." He added that as a result the power that is now running "home radios, general gadgets, and even home lighting may have to go into the production of planes, tanks and guns."

At the FPC it was said that this statement had been made to take care of any unforeseeable emergencies. An analogy was made to the possible confiscation of all private automobiles, which at present has no place on the schedule of war appropriations.

It was said that if in some localities there is need for economical use of power in homes it will be on a purely voluntary basis. In the Southeast a campaign was carried on last spring by the FPC for voluntary curtailment of home consumption of power, it was pointed out. This was said to be satisfactory in most instances. The only mandatory regulations instituted by the FPC, it was said, were those regarding street lights, store window advertisements, etc., in the Southeast last fall which were made necessary because of the lack of cooperation in some quarters.

It was stated emphatically at the FPC that there is no plan on the schedule of the Commission to restrict transmitter or home consumption of power in any way and any fears on the part of the industry in that regard are groundless.

Not Luxury, Says Miller

Neville Miller, NAB president, in a letter to Chairman Olds, Jan. 27, quoted an Associated Press dispatch in which it was stated that Mr. Olds in his House Appropriations Committee report had referred to home use of radio as "essentially" a "luxury".

"I am fully aware," Mr. Miller said in his letter, "that very often single sentences taken from the expression of a complete thought convey a wrong impression, and I hope that you, as the head of the Federal Power Commission, do not look upon the use of electricity for radio in the home as a luxury. Even if home listening were confined to entertainment, we feel that its description as a 'luxury' could be challenged in days when maintenance of morale is only one of the many functions that the broadcasting industry is performing to further the country's war effort."

He added that, "through its news broadcasts, radio is keeping the American people better informed than they have ever been in the past. Radio now constitutes the primary source of news for many people and we feel that the removal of a primary source of information such as you suggest would be a staggering blow to democracy."

At the FPC appreciation was expressed of radio's functions in the maintenance of morale, dissemination of war information, and other help in the war effort.

New SESAC Catalog

CATALOG of national and patriotic songs has been released by SESAC in a special four-page folder. Listed are marches, songs and hymns adapted for bands, orchestras, pianos, choruses, etc., with the names and addresses of the publishers.

WOMEN INSTALLED IN STATION JOBS

STATION owners in various sections, faced with the loss of male personnel because of the draft and other war activities, have made plans, wherever possible, to fill vacancies with women.

With its entire male announcing staff subject to draft, KGVO, Missoula, Mont., has readied a complete staff of feminine announcers, ready to take over in an emergency. Possible distaff announcers will be Dorothy Burgess who conducts *Calling All Women*, Joan Morrison, "The Story Lady" of *Land of Make Believe*, Ruth Greenough Schleber, long-time European resident and Hermina Girson, traffic manager.

WDAS, Philadelphia, also facing draft inroads in personnel, reports a large number of women applying to the station for positions as announcers and production assistants. Experiments are being conducted with women announcers for music programs. A. W. Dannenbaum, WDAS president, reports that as a last resort women will be used to give news reports claiming that female voices lack the authority required for news casts.

KYW, Philadelphia, has already replaced Walter Smith and Walter Feeley, mail department, both now in the Army, with Jane Durnin and Claire Kelly.

New Shell Oil Drive

SHELL OIL Co., New York, on Feb. 9 will start a test campaign for its oil and gasoline products using six times weekly evening spot announcements in four Florida cities. No further details of the test were revealed by J. Walter Thompson Co., New York, agency in charge.

GLAMOR, SUH! is a southern product, says WRVA, Richmond, Va., after ogling the bevy submitted recently to BROADCASTING by H. K. Carpenter, manager of WHK-WCLE, Cleveland. WRVA's winsome quartet consists of (*l to r*) Emily Trevillian, Elizabeth Nuckols, Betty Dickerson and Barbara Tripp. Emily's just become a bride.

Johnstone Nam To Blue Net P

Slated to Direct News Special Events Division

G. W. (Johnny) JOHNSTONE been named head of the news special features division of the Blue Network effective Feb. 1.

Mr. Johnstone

It is under official announ ment of his pointment not be made til he compl his duties chairman of radio division the Committee the Celebration the President Birthday for the National Found tion for Infantile Paralysis.

Long Radio Career

A combination of musician, news paperman and radio "ham", Joh ny entered the broadcasting field 1923, beginning as an engineer wi WEAF but shortly thereafter transferring to the publicity de partment, of which he was ma head in 1924. When NBC wa founded in 1926, Johnny was nam director of press relations, later be coming assistant to M. H. Ayl worth, then president of NBC.

Shortly before the formation Mutual network, he moved to WO as director of publicity, news an special events, leaving there after five years to direct the radio activities of the Democratic National Committee, which he handled throughout the 1940 Presidential campaign.

Blue Announcers

ANNOUNCERS appointed to the Blue Network, with Ray Diaz as chief announcer, are: William Abernathy, George Ansbrough, Milton J. Cross, Jack Frazer, George Hayes, George Hicks, Jack McCarthy, Hugh James, H. Gilbert Martyn, Ray Nelson, Charlie Nobles, Glenn Riggs, Bill Spargrove and Bob Waldrop. Reginald Stanborough, a member of the NBC announcing staff for the past four years, has been named supervisor of night announcers for the Blue.

Chicago Game Sponsors

RIGHTS to home games of the Chicago Cubs and White Sox for 1942 have again been sold to P. Lorillard Co. for Old Golds (J. Walter Thompson Co.) on WGN. Central Division of Texaco Co. (Buchanan & Co.) will sponsor games on WCFL for the eighth year. Walgreen Drug Co. (Schwimmer & Scott), will sponsor games on WJJD. Payments for game rights total $82,000, an increase of $12,000 over last year.

GEORGE P. HOLLINGBERY Co. has been appointed exclusive national representative of KQV, Pittsburgh.

WOWO
KDKA
KYW
WBZ

Horoscope for the Spot Advertiser

You are destined for success. Watch for certain combinations of letters to come into your life. They will be particularly favorable to your business:

KDKA	KYW	WBZ	WOWO
Pittsburgh	Philadelphia	Boston	Fort Wayne

A prediction based not on the stars but on hard, down-to-earth facts. On sales records of spot advertisers who are using these Westinghouse stations to gain sales ascendency in four major markets. Here are these markets in terms of radio families within Primary areas:

KDKA	KYW	WBZ	WOWO
1,259,000	1,289,000	1,503,000	496,000

Which are *your* markets? Are you getting total-market coverage in Pittsburgh and Philadelphia? Covering New England at a single cost? Do you know that Fort Wayne is one of the country's first test markets, with the remarkable listener ratio of 49 percent rural to 51 percent urban?

Today, says the Horoscope, is favorable to quick, decisive action. Bring these letters into your life now by calling NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW WBZ WBZA WOWO WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

Tire Ban Halts Many Remote Series

New York Stations Not Concerned; Others Have Problems

BAN ON the sale of new cars and rationing of tires has caused the dropping of many special events programs on stations throughout the nation as officials are forced to conserve tires and prevent depreciation on mobile units, a survey by BROADCASTING has revealed.

Special events officials of the major networks in New York, however, anticipated no difficulties, pointing out that fast subway and taxi service is available to most points in the city and outlying districts.

Tire Problems

In Washington, however, network officials were more concerned about the tire and car ban. Here it was pointed out that for the time being there may be no pressing problem but Price Administrator Henderson has already gone on record that no new tires will be allowed taxis and if they can't obtain retreading or recapping, they'll be out of luck.

In the latter regard a pinch has already been felt in material necessary for the retreading and recapping operations. With the number of outside pickups increasing due to the war, it is felt the situation may become serious in the next six months. Engineers, who formerly used their own cars for the transportation of equipment, are reported as being reluctant to use their own tires with no hope of replacement.

The car and tire bans were also expected to cause hardships on stations in rural areas which concentrate to a large extent on outside pickups requiring special equipment and with automobiles as the principal mode of transportation. Some stations expressed the hope that tires would be alloted stations for their mobile units, but the hope is not shared by Price Administration officials who point out that there will not be enough tires to supply all those who have been declared eligible to date.

Chicago's problem is the same as the rest of the country, with chief engineers of seven stations taking the attitude that, while there was worry about the shortage, nothing could be done about it.

Ralph Atlass of WIND and WJJD stated that fortunately the tires on his mobile unit vehicles were practically new. Frank Falknor, chief engineer of WBBM, CBS outlet, said the shortage would eventually force his mobile unit off the streets unless the situation was remedied. Other stations expressed little concern.

Chicago stations on remote broadcasts and band pickups allow engineers and announcers to travel by cab or use their own cars, with expenses. The majority choose the latter means.

Biggest worry has been transportation of transmitter engineers. Most of Chicago's stations have their transmitters away from the cities in places inaccessible to public transportation. WGN, for example, has its transmitter three miles from transportation.

At NBC the engineers connected with the WENR-WLS and WMAQ transmitters have been doubling up in private cars, alternating in using each others cars.

UNDAUNTED by wartime priorities are these KFXM, San Bernardino, Cal., staff members as they return to primitive and juvenile modes of transportation to reach station duties. Accompanied by their respective choices of locomotion are (l to r) Gene Lee, co-owner; George Burns, general manager; Doris Williams, receptionist; Lowell Smith, program director.

West Coast Rationing

West Coast network and station executives, point out that due to Army and Navy regulations, since start of the war, there have been fewer special event broadcasts on the Western slope with consequent less need for portable units.

Although NBC utilizes mobile units of its West Coast affiliates for special events, that network has ten different kinds of portable pack units, which can be transported around if necessary, on public busses, street cars, taxi cabs or trains, according to A. H. Saxton, chief engineer.

With special event broadcasts in his opinion a vital public service, Fox Case, CBS West Coast director of special events, expressed hope that some arrangement will be worked out with authorities for securing new tires. Meanwhile, the network will continue to use its equipment as in the past, covering such events as is deemed important.

Don Lee Broadcasting System's special events have been slim during recent months, and therefore, according to Van C. Newkirk, special events director, tires on its three mobile units, trailer and truck are in good condition. When the time comes, tires will have to be retreaded, he said.

With tires worn smooth, KMTR, Hollywood, will shortly be in need of new ones for its three mobile units and two service cars which are utilized for its syndicate transcribed news and feature services, Radio News Reel, and Radio Enterprises, according to Kenneth Tinkham, general manager. Present tires will have to be retreaded almost immediately, he said.

KFWB, Hollywood, is adequately protected for the time being, having recently equipped its two mobile broadcast units with new tires, according to station executives.

In San Francisco

In San Francisco, KPO-KGO suspended all special events programs four days after war was declared, to save wear on trucks and manpower. KFRC is continuing special events but putting its mobile unit to multiple services. KSFO still maintains a complete special events department but is lessening special event pickups, planning to keep productions closer to home to conserve its mobile unit and tires unless an emergency arises.

Implications of tire rationing and the auto ban will have little or no effect on special events program of Philadelphia stations. WFIL officials stated there is no intention to curtail or limit special events. Since most of such programs are picked up within the city, the station will continue to use city taxicabs for transportation of engineers and announcers. It was felt that some means of transportation will be found in any emergency. Even if it means inconvenience in travel, the station feels that there should be no curtailment of broadcasts in that category.

The same attitude was voiced by WCAU, where special events play a greater part in the program schedule than at any other local station. All such broadcasts have been of a public service nature, and since tire rationing might mean eventual curtailment of the operation of its mobile unit. WCAU officials say that the present emergency will only mean a more discriminate selection. Both WIP and KYW have their own mobile units and are affected in the same manner.

Not Worried

Detroit stations were apparently unconcerned about the ban, two stations reporting that they hadn't given it a thought, a third indicating there would be no curtailment of such programs while a fourth reported it did little of that type of programming anyway and thus didn't expect to be affected.

Production and special events men of WSB, Atlanta have been forced by the tire ban to lessen mobile units' work. Salute broadcasts to Georgia counties, formerly made weekly, will be transcribed in series of five weekly with broadcasts following the former weekly schedule.

KBON Operatio To Start Feb. 1

Ernest F. Bader to Manag New Station in Omaha

KBON, Omaha, designated for th last two years under a constru tion permit as KBON, and owne and operated by Inland Broadcas ing Co., plans to begin regular op eration Feb. 15, with 250 watt on 1490 kc.

Manager of the new KBON i Ernest F. Bader, formerly radi director of Caples Co. and hea of his own agency. Commercia manager is James D. Farris, for merly merchandising manager o KYSM, Mankato, Minn. Sales pro motion and publicity is under di rection of Paul R. Fry. Marie C Maher is continuity director. Chief engineer is Lee Gutafson, formerly of KGFW, Kearney, Neb.

Equipment About Ready

New studios are being complet in the Central Club Bldg. Th plant installation includes a West ern Electric 250-watt transmitt and a 165-foot guyed vertical radi on the roof of the building. West ern Electric studio turntab equipment and a high-fideli Presto portable recording unit als are included.

The program schedule will em phasize news, according to Man ager Bader, using 24-hour Associ ate Press radio wire, along wi sports, special events and musi including the C. P. MacGrego transcription service. W. G. Ram beau represents the station na tionally.

STANDOUT

facts . .

KLZ Mail

in December, 1941 was

MORE THAN

THREE TIMES

That of December, 1940

●

That's STANDOUT Listener Response in the Denver-Rocky Mountain Region

about

DENVER'S STANDOUT STATION

560 Kc.—C.B.S.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City—Represented Nationally by the Katz Agency, Inc.

Canadian Government Using 64 Stations In Sponsoring Drive for War Finance

EVERY CANADIAN station will be used in the Second Victory Loan campaign for $600,000,000 which starts Feb. 16. All will carry paid broadcasts, and most will be used for some of the sustaining features planned for the four-week period starting Feb. 8 by the Department of Finance officials and the National War Finance Radio Committee.

On English-speaking stations the campaign opens Feb. 8 with Sunday evening half-hour sustaining talks by prominent speakers in the half-hour between the *Jack Benny* and *Charlie McCarthy* programs carried on the Canadian Broadcasting Corp. network

For Young People

To attract young people, many of whom are working for the first time, Mart Kenney and his orchestra will be featured from Toronto on a 51-station net, Monday evenings 10-10:30 o'clock (EDST). Commercials will be interspersed in this program from young workers. On Wednesday evenings at the same time over the same network will be heard radio adaptations of current motion pictures, with Canadian actors depicting scenes from current war, spy and other motion pictures.

On Friday evenings, 10 to 11, all-star variety shows are planned on the 51-station network, with leading American stars from stage, screen and radio contributing their services. A committee is currently in New York arranging these shows.

Eighteen English-speaking stations not carrying the network shows will use, Mondays to Saturdays, three transcribed dramatized spot announcements daily, while the network stations will use one of these transcribed spots daily six days per week.

French language stations, 13 in all, will carry a similar series out of Montreal. In addition these stations will use a preliminary educational series of five-minute talks starting Feb. 2 for one week on a sustaining basis.

Producers Rupert Lucas, Rupert Caplan, Frank Willis and John Adaskin, have been loaned without cost by the Canadian Broadcasting Corp. to develop the shows. All commercial copy is being handled without charge to the Government by Advertising Agencies of Canada, which has set up a special wartime organization covering all media.

The entire four-week campaign is timed just preceding and during the actual loan drive. This marks the fifth war finance campaign in which radio has been used as a paid medium since the outbreak of war. At that time a national war finance radio committee was set up by the Canadian Assn. of Advertising Agencies, Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters.

The committee which negotiated with Ottawa on Jan. 19, 1942, for the present compaign consists of E. W. Reynolds, Toronto, of E. W. Reynolds & Co., and president of the CAAA, chairman; Harry Sedgwick, CFRB, Toronto, representing the CAB; Guy Herbert, All-Canada Radio Facilities, Toronto; Glen Bannerman, CAB president and general manager, Toronto; Jos. Sedgwick, CAB counsel, Toronto; Ernest Bushnell, national program supervisor, Toronto, representing the Canadian Broadcasting Corp.; E. A. Weir, national commercial manager, Toronto; G. Taggart, assistant national program supervisor, Toronto; Alex Phare, R. C. Smith & Son, Toronto, representing the advertising agencies; vice-chairman, W. McQuillin, Cockfield Brown & Co., Toronto; C. M. Pasmore, MacLaren Adv. Co., Toronto.

The French language committee consists of Phil Lalonde, CKAC, Montreal; A. Dupont, CBC commercial department, Montreal; O. Carignan and J. Gallagher, Montreal, representing Advertising Agencies of Canada.

WSAI Granted Permit For 100-Watt Booster

TO IMPROVE its daytime signal, WSAI, Cincinnati, last Tuesday was authorized by the FCC to install a 100-watt booster amplifier. The station operates on 1360 kc. with 5,000 watts day and 1,000 watts night, but holds a construction permit for 5,000 watts fulltime. The booster will be used daytime only as an amplifier.

The FCC also granted KIEM, Eureka, Cal., a modification to increase night power from 500 watts to 1,000 watts, subject to proof of interference protection to Canadian Station CFCT (now CJVI), Victoria, B. C.

Found in Florida

MISSING PERSON description broadcast by Julian Bentley, WLS, Chicago, on his evening newscast at the request of the Illinois State Police, got a quick reply when a wire filed 15 minutes after the close of the program came from the commandant of the Naval Air Station, Pensacola, Fla. The missing person was reported suffering from amnesia and had been confined to the base hospital.

Wire Seizure Measure Is Signed by President

PRESIDENT ROOSEVELT last Monday signed a bill (HR-6263) amending Section 606 of the Communications Act to authorize the President to seize wire communications during wartime. The measure was approved by the Senate on Jan. 19, following House passage early in December. The bill incorporates a proviso that such seizure should end not later than six months after termination of a state or threat of war. After House approval of the measure, considerably changed from the version originally suggested by the FCC as a defense bill, efforts were made by industry spokesmen to secure an extension of the six-month proviso in the Senate to include similar protection for broadcast facilities, wartime seizure of which was provided in the Communications Act itself.

Canada's Time Shift

CANADA will adopt daylight saving time Feb. 9, in conjunction with the United States. In the larger centers of Ontario and Quebec, daylight time has been officially used since the summer of 1940, and all Canadian network broadcasting has been maintained on a daylight time basis. Ontario and Quebec centers have been on daylight time for the last two winters in order to conserve electric power in these industrial centers.

BYE-BYE PARTY was given by staff members for Joseph E. McCormick, engineer of WGAA, Cedartown, Ga., recently when he was called to active service in the Navy as a warrant officer. Gathered outside the studios, just before the Naval Reservist hopped into his auto to report for duty, were (l to r) Marilyn Morgan, assistant to the program director of WGAA; Robert Corley, chief announcer; Clarence Landress, chief engineer; Mr. McCormick, seated on his gladstone; Dorothy Holt, publicity director; R. W. Rounsaville, general manager of the station.

Lawrence Elected As Vice-President

Iowa Broadcasting Co. Also Advances Hill, Quarton

ELECTION of Craig R. Lawrence, commercial manager and assistant general manager of KSO and KRNT, Des Moines, as a vice-president of the Iowa Broadcasting Co., which also operates WMT, Waterloo and WNAX, Yankton, was announced last week at the company's annual meeting.

Mr. Lawrence

Luther L. Hill, vice-president and general manager, was elected executive vice-president and treasurer. Sumner Quarton, of Cedar Rapids, who directs WMT of the Cowles group, also was elected a vice-president. Other officers are Gardner Cowles Jr., president; John Cowles, vice-president; Fred A. Little, secretary; Arthur T. Gormley, assistant treasurer and assistant secretary.

Wide Experience

Mr. Lawrence started in radio in November, 1932, a month after KSO began operating. Before that he had been associated with the Pauli Corp., which was engaged in advertising and merchandising dry goods and textiles. He joined Continental Adv. Agency in 1926, this company later becoming the Pauli Corp., with headquarters in Des Moines and a branch in New York. While serving in the New York office he resigned to join KSO as merchandising manager.

Mr. Lawrence was born in Oshkosh on Nov. 6, 1904, graduated from Escanaba (Mich.) high school and attended Iowa State College School of Journalism, at Ames. He is married and the father of two boys.

WABC Night Rates

WABC, New York, which has been testing all-night operation since Dec. 8, 1941, on Jan. 19 opened the 1-6 a.m. period to sponsorship and announced rates for announcements during the five-hour shift. Jesse Sparks, former announcer for the CBS FM station, W67NY, will be in charge of broadcast operations during that time, and definite announcers are to be assigned. One-minute transcriptions are $25 for one time and $140 for seven times; 100-word live announcements cost advertisers $20 for one time and $112 for seven times. Early morning rates are subject to WABC's usual card rate discounts and daytime acceptance policies.

Baseball Plans

HYDE PARK BREWERIES Assn., St. Louis, through its newly-appointed agency, Young & Rubicam, Chicago, is negotiating to continue its play-by-play broadcasts of the Browns and Cardinals baseball games on KXOK, St. Louis. Understood Falstaff Brewing Corp., St. Louis, through its agency, Sherman K. Ellis Co., Chicago is also negotiating for the games.

LBERTSVILLE DAM
KY.
Nashville
TENN.
NORRIS DAM
COULTER SHOALS DAM
WATTS BAR DAM
CHICKAMAUGA DAM
HALE'S BAR DAM
FONTANA DAM
PICKWICK LANDING DAM
FOWLER BEND DAM
WILSON DAM
WHEELER DAM
GUNTERSVILLE DAM
ALA.
GA.

Are they listenin' in "The Valley"?

—WELL WHAT DO *You* THINK?

The thousands of listeners throughout Tennessee, North Georgia, Alabama and Mississippi look to WLAC for outstanding radio entertainment. They are not only listenin' . . . they are buyin'!

Now Carrying

239

SPONSORED PROGRAMS PER WEEK

Columbia-Local-National Spot

WLAC *Nashville, Tenn.*

CBS ★ UP NEWS

THE STATION OF THE GREAT TENNESSEE VALLEY

★ ***going soon to* 50,000 WATTS**

J. T. WARD, Owner ★ F. C. SOWELL, Mgr. ★ PAUL H. RAYMER CO., Nat'l. Representatives

--not only POWER where power counts most
-- but PROGRAMS that please most, too!

WHAT IS IT...

...that pulls the mask off radio circulation and presents listeners as people—not mere mathematical digits?

. . . that can tell you precisely the income groups you are—or are not—reaching with your program?

. . . that shows you how many men, women and children are listening to your program in any one home?

ANSWER

"The WOR Continuing Study of Radio Listening in Greater-New York".

Yes, here for the first time a radio station tells you, in terms of people, what listeners like and dislike, what they respond to and what they don't.

This personal interview study goes on continuously—daytime and evening, month after month—checking beyond mere likes and dislikes. Checking continuously for the first time into such vital questions as . . . what commercial radio programs and products command the greatest listening attention by the public . . . what programming and commercial devices have proved most profitable.

These findings are not for the exclusive use of WOR and its sponsors. They are—with certain confidential restrictions—available to all advertisers and agencies. Their purpose, obviously, is to give our present and prospective sponsors a greater profit for their radio dollar.

WOR *at 1440 Broadway, in New York*

NBC, Blue Name West Coast Staffs

Executives Are Drawn Mainly From Personnel of NBC

REALIGNMENT of personnel for Pacific Coast operations of the NBC-Red and the new Blue Network were put into effect Feb. 1. Announcement was made by Sidney Strotz, NBC Western division vice-president and Don E. Gilman, who holds a similar post with the Blue. Operations of both will continue from the NBC Hollywood and San Francisco buildings. NBC will rent studios and other facilities to the Blue.

Under direction of Mr. Strotz, heading NBC western division departments at Hollywood headquarters are John W. Swallow, program; Sydney Dixon, sales; Walter Bunker, production; Harold J. Bock, publicity; Robert J. McAndrews, sales promotion.

Nelson Heads KPO

A. H. Saxton is chief engineer, with Frank Dellett, auditor, and Lewis S. Frost, assistant to the vice-president. Mr. Strotz further revealed that Al Nelson will head KPO, San Francisco, as general manager, with Robert Seal, program manager, and George Greaves, chief engineer. Kay Barr is publicity director and A. G. Diederichs, chief auditor.

Building his western division staff from former NBC employes, Mr. Gilman announced the Blue Network Co. Hollywood department managers as follows: Tracy Moore, sales; Leo Tyson, program; Milton Samuel, publicity; Robert Moss, production; David Lasley, sales promotion. Sidney Dorais is chief auditor.

William B. Ryan, NBC San Francisco sales manager since 1937, has been appointed manager of KGO, the Blue Network station in that city. Robert Dwan, with NBC as producer for six years, has been made KGO program director, with Gilbert Paltridge in charge of sales promotion.

Blue Network Completes Chicago Executive Staff

E. R. BORROFF, vice-president of the central division of the Blue Network, has completed the executive staff in Chicago with appointment of E. J. Huber, formerly of BBDO, Chicago, as manager of the promotion department. Mr. Huber was previously of Hutchinson Adv. Co., and Kellogg Co.

Other Chicago appointments are Gil Berry, local sales manager; Rudi Neubauer, member of local sales staff; Ray M. Neihenge, manager of sales traffic, and R. S. Peterson, former assistant auditor for the NBC central division, auditor and office manager.

MONDAY night dramatic serial titled *Miss Trent's Children* will start Feb. 2 on Mutual in the 9:45-10 p.m. spot immediately following the Coca Cola *Spotlight Bands* show.

KEY MEN OF BLUE NEWORK discuss plans for the future as the new company prepares for its first day of independent operations Feb. 1. Seated at the table (l to r) are: Murray B. Grabhorn, national spot sales manager; John H. Norton Jr., station relations manager; Fred M. Thrower, general sales manager; Keith Kiggins, vice-president in charge of stations; Edgar Kobak, executive vice-president; Mark Woods, president; Lunsford P. Yandell, vice-president and treasurer; Phillips Carlin, vice-president in charge of programs; George M. Benson, eastern sales manager; John H. McNeil, manager of WJZ; E. P. H. James, director of publicity & promotion. Personnel of the network in other cities has been almost completed.

OREGON STATIONS FORM NEWS BOARD

BECAUSE the smaller Oregon stations do not maintain fulltime newsmen to edit and rewrite copy, the four large Portland stations, KGW-KEX and KOIN-KALE, have set up a plan in cooperation with Associated Press and United Press whereby the smaller stations will have the advice of Portland newsmen on what stories are to be withheld from the airwaves.

Arden X. Pangborn, managing director of KGW-KEX, has directed his news staff to notify AP when stories are to be withheld from the air. KOIN-KALE extends the same service to UP. The news services in turn advise their clients throughout the State via teletype.

Marine Comedy Stays

BECAUSE of its unusual popularity and high CAB rating, the Blue Network program, *Captain Flagg & Sergeant Quirt*, is continuing on the network as a regular sustaining feature, Sundays 7:30-8 p.m. The program was sponsored on the Blue through Jan. 25 by Mennen Co., Newark, which was forced to cancel the series because of a shortage of alcohol and glycerine, ingredients of its shaving cream and talcum products.

Food Firm Testing

TRINIDAD BEAN & ELEVATOR Co., Denver (Cookquik dried beans, peas), recently started a test campaign using transcribed dramatic spot announcements 10 times weekly on KYA, San Francisco. The campaign is to introduce the brand name Cookquik in the San Francisco area. If successful, it may be extended to other stations. Agency is MacGruder & Co., Denver, Colo.

NBC Latin Expansion

THREE STATIONS have been added to NBC's Pan American Network, bringing the total to 120 stations located in each of the 20 Latin American republics. New stations are Radio Trujillo at Trujillo, Dominican Republic; La Voz de la Sierra at Merida, Venezuela, and Emisora Electra at Manizales, Colombia.

Quaker Oats Plans

QUAKER OATS Co., Chicago (Aunt Jemima flour), is considering the placement of spot announcements in key markets to supplement the present schedule of 15 stations carrying the five-minute transcribed *Aunt Jemima* program. The program, which is said to be bringing excellent results, is heard six times a week on WABC WEEI KYW WJR WTAM WGN KNX WBAL WCPO; thrice weekly on WEAF and WJZ, New York; and KFRC and KPO, San Francisco; once a week on WOR, New York. The latter six stations were added in January, the others renewed through the agency, Sherman K. Ellis & Co., Chicago.

Craven Represents FCC

COMMISSIONER T. A. M. CRAVEN, radio engineer, was named last week to represent the FCC on the Interdepartment Radio Advisory Committee in lieu of Chief Engineer E. K. Jett. Lt. Jett is occupied with affairs of the Defense Communications Board. Commissioner Craven was formerly on IRAC when he was FCC chief engineer.

Eastern Program Post Of NBC Given Miller

WILLIAM BURKE MILLER, NBC director of talks, has been appointed eastern program manager of the network by C. L. Menser, NBC program manager, succeeding Phillips Carlin, now Blue Network vice-president in charge of programs.

Mr. Miller

"Skeets" Miller joined NBC in 1927 as special writer for the press department, later becoming assistant manager of that division. NBC executives created a special events department in 1930 with Miller in charge. In 1935, he was made night program manager, a position he held until January, 1941, when he was appointed director of talks to coordinate the problems of talks on controversial subjects, forums and debates.

Price Control Bill Passes Congress

PROVIDING essential protection against price-fixing for newspaper and radio advertising, the House and Senate last Monday and Tuesday accepted a conference version of the Emergency Price Control Act of 1942 (HR-5990). The far-reaching measure, designed to cope with inflationary trends growing out of the war effort, was signed by President Roosevelt last Friday.

The price control bill, a center of Congressional controversy for six months, not only specifically exempts advertising, newspapers and motion pictures from price controls authorized to a Price Administrator, but also exempts them from licensing provisions [BROADCASTING, Nov. 17, 1941]. The advertising safeguards provided in the House version, passed Nov. 28, were also finally provided in the Senate version, approved Jan. 10.

Specifically exempt from the definition of "commodity" subject to the price controls of the Act were "rates charged by any person engaged in the business of operating or publishing a newspaper, periodical, or magazine, or operating a radio-broadcasting station, a motion picture or other theatre enterprise, or outdoor advertising facilities". The Act, as approved by the House and Senate, also provided that no sales license "may be required as a condition of selling or distributing (except as waste or scrap) newspapers, periodicals, books or other printed or written material, or motion pictures, or as a condition of selling radio time".

Another section of the Act, covering market practices, declared: "The powers granted in this section shall not be used or made to operate to compel changes in the business practices, cost practices or methods, or means or aids to distribution, established in any industry, except to prevent circumvention or evasion of any regulation, order, price schedule, or requirement under this Act."

In St. Louis

KSD

NBC RED NETWORK

Continues With

MORE "FIRSTS"

In NATION-WIDE Popularity Polls

Motion Picture Daily	**RADIO DAILY**
POLL SHOWS	POLL SHOWS
KSD-NBC CARRIED	**KSD-NBC CARRIED**
The FIRST 3	**6 of the FIRST 7**
Champions of Champions	**FAVORITE PROGRAMS**
The FIRST 3	**8 of the FIRST 10**
Outstanding New Stars	**Favorite Entertainers**

It's KSD-NBC for the BEST in GREATER ST. LOUIS

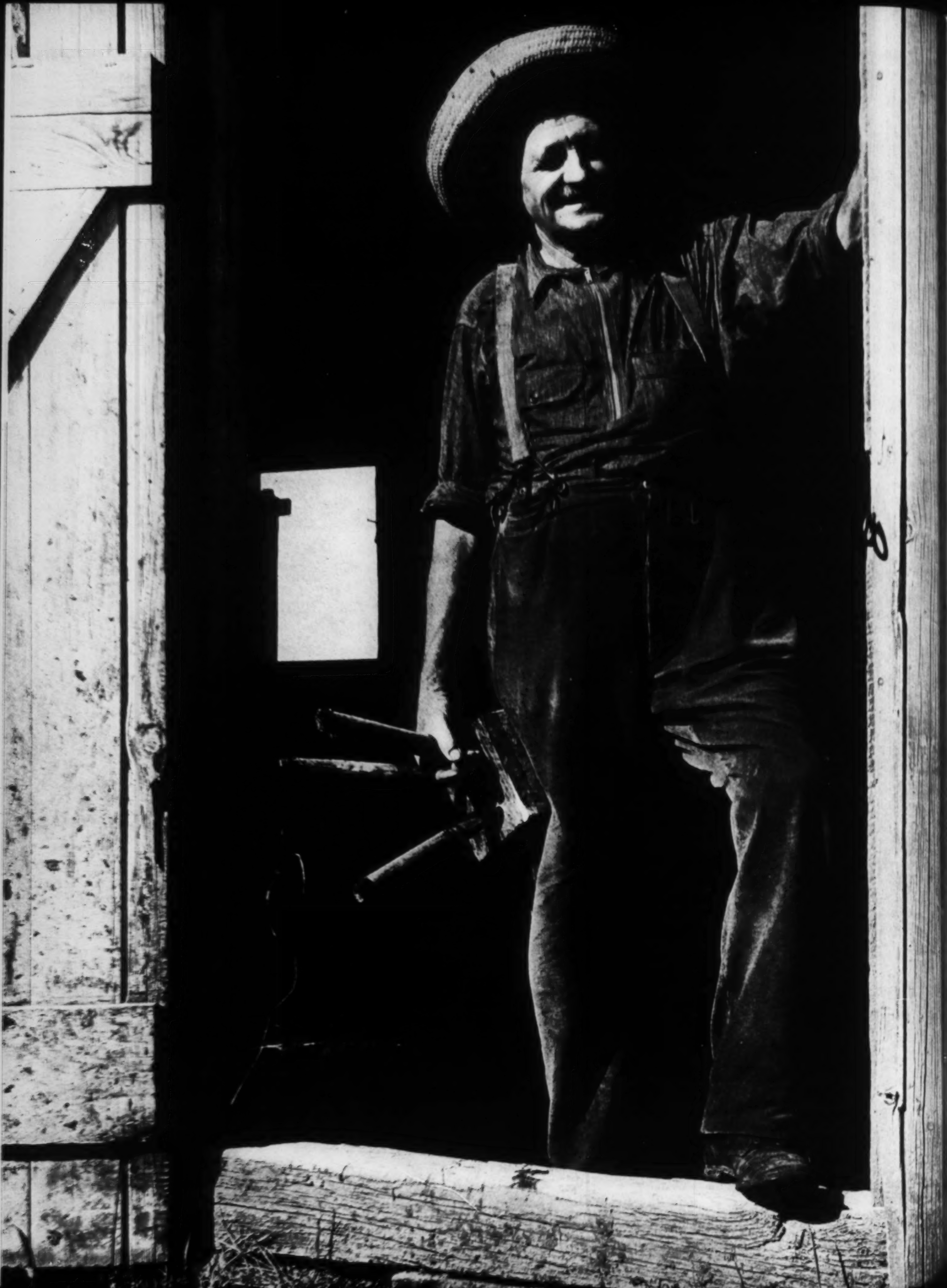
A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



The best informed man in the world

HERB CHASON hasn't been to town for weeks. Passed a couple of friends on the road, though, and got some of the news about what his neighbors did last week.

But Herb knows what happened *today* on the Malayan Coast, and he could give you a pretty fair picture of the shifting battle between Russia and Germany (even saying Kuibyshev so you could understand it). What's more, he's got a lot of personal admiration for Donald Nelson, and he and Mrs. Chason have $60 saved for a Defense Bond.

Not that men and women in his county look up to Herb especially. Most everything he knows, they know. So do the people in Barton, twenty miles away, and so do the people in Memphis, where the Chasons go once or twice a year.

Not everybody, of course, gets all his news from radio the way Herb Chason does. But millions like Herb on farms, and in small towns, do get *all* their news from radio most of the time. And millions more who are eager readers of the daily press are still more eager radio listeners.

The Columbia Network has 89 regularly scheduled news broadcasts each week—some from Batavia and Moscow and London, going straight to Herb Chason. And some from CBS news headquarters in New York—the famous Studio 9.

The CBS news staff is generally conceded to be outstanding in radio journalism. And throughout the war, it will devote itself to seeing to it that Herb Chason and his 130,000,000 fellow Americans remain the "best informed people in the world."

COLUMBIA BROADCASTING SYSTEM

CBS

ASCAP APPROVES DISC FEE BASIS

CLEARANCE at the source of electrical transcriptions on the "8% and 2% basis" has been approved by ASCAP with frequency and agency commission discounts, John G. Paine, ASCAP general manager, advised NAB President Neville Miller last week.

Mr. Paine told the NAB-BMI President he had now been empowered "to clear electrical transcriptions at the source on the 8% and 2% basis, in accordance with my letter to you of Sept. 3, 1941, and we will allow from the gross amount paid for the station time, a deduction of the frequency discount and a deduction of a 15% agency commission, if and when paid."

ASCAP will require clearance at the source only for such stations as may be requested by the advertising agency or transcription company, as the case may be, Mr. Paine said. He added that ASCAP "will not require clearance at the source for stations holding ASCAP license agreements, either per program or blanket, to whom the transcriptions may be sent, unless the agency or transcription company for any reason wishes to include such stations."

MBS Discussions

Conversations between executives of MBS and ASCAP continued last week, but again no progress was reported toward a settlement of the differences of the network and the Society interpreting the "favored nation" clause in their contract or in working out a revision of this agreement in line with those later negotiated by NBC and CBS with ASCAP [BROADCASTING, Jan. 26].

The contracts signed by CBS and NBC (the latter also covering the Blue Network, which has taken over intact all such contracts made by NBC and covering Blue Network operations) call for the networks to pay to ASCAP 2¾% of net time sales revenue on commercial programs and sustaining fees of $200 a year for each regular affiliated station.

Under the contract between ASCAP and MBS this network pays a commercial fee of 3% of net time sales for four years (or until May, 1945) and of 3½% from then until the end of December, 1949. MBS also pays an annual sustaining license fee of $1 for each of its affiliates which has an individual blanket license from ASCAP for sustaining programs.

Both ASCAP and Mutual agree that under the contract signed last May the network is entitled to obtain the advantages of any more favorable terms obtainable by any other network. MBS interprets this to mean that these more favorable terms should be retroactive to the beginning of its contract.

Col. Saltzman on Duty

LIEUT. COL. CHARLES E. SALTZMAN, son of former Federal Radio Commission Chairman Maj. Gen. Charles McK. Saltzman, last week entered the Army for active service and was appointed head of the executive control division in the office of Maj. Gen. Dawson Olmstead, chief signal officer. Col. Saltzman is the vice-president and secretary of the New York Stock Exchange and is a West Point graduate.

ALL OUT for the purchase of Defense Bonds and Stamps is the staff and management of WOPI, Bristol, Tenn. Staff members are, first row (l to r): Russell Robinson, operator; Mike Cady, continuity director; Ross Nelson, Bill Murphy, announcers. Second row, Eugene Dickerson, janitor; Robert Daugherty, technician; Charles McEwen, announcer; Mary Perry, accountant; Mrs. Bill Murphy, stenographer. Last row, Fey Rogers, program director; Roy Russell, commercial manager; W. A. Wilson, president and general manager; R. H. Smith, chief engineer, and Mrs. Guy Abell, traffic manager. James C. Wilson, technician and Mark Thompson, operator, are not in the picture.

ASCAP Conversations With Officials Of Florida and Kansas Are Scheduled

FOLLOWING the same plan of action which in the state of Washington resulted in an arrangement whereby state officials have ruled that ASCAP's present system of operation is in accordance with the requirements of the state's anti-monopoly legislation, ASCAP has recently begun conversations with the attorney general of Florida and the week of Feb. 2 will confer with the attorney general of Kansas. John Paine, ASCAP general manager, and Herman Finkelstein of the firm of Schwartz & Frohlich, ASCAP general counsel, are in charge of these negotiations.

Change in Methods

ASCAP's attitude is that the reorganization of the society as required by the government consent decree accepted by ASCAP last year has generally eliminated the practices at which the various state anti-ASCAP laws were aimed. By permitting its members to license their music individually to the broadcasters, hotels, theatres and other users of music, ASCAP believes it has surmounted the major objections to its operations which brought about such state legislation, and that in such states as Florida and Kansas only minor modifications are necessary to permit ASCAP to operate legally within those states.

In other states, where the existing laws can not practically be complied with, the users of music, including some of those who most strongly supported the legislation when it was passed, are uniting with ASCAP to secure the amendment of revocation of these measures. In South Carolina, for example, the governor recently vetoed that state's anti-ASCAP law and the state Senate unanimously upheld the veto.

Papers were served last week against ASCAP and the individual directors of the Society in an action for money claimed to be due him instituted in the New York Supreme Court by Arthur Schwartz, one of the most prolific composers of popular music among ASCAP members. Mr. Schwartz alleges that in June, 1939, the board improperly rejected his request for reclassification from Class A to Class AA and that this reclassification was not made until October, 1941. He is asking for an accounting of funds and for damages in the amount of the difference between the payments he actually received from ASCAP during the two-year interval and those he would have received as a Class AA member.

In 1940, Class A writers received $13,857 and Class AA members $18,476. 1941 figures are not yet available. Counsel for Mr. Schwartz is the law firm of Winthrop, Stimson, Putnam and Roberts.

Join CBS Latin Hookup

YV4RE and YV4RP, Valencia, Venezuela, have joined the CBS Latin American network making a total of 76 affiliates throughout Central and South America. Jointly owned and operated by Miguel and Teodore Ache, brothers, YV4RE operates with 1,138 watts on 1400 kc, and YV4RP with 680 watts on 3,460 kc.

Bartlett Called To Army From FCC Legal Post

THEODORE L. BARTLETT, principal legal administrator of the FCC law department, has been called to active duty as a Major, Communications Division, Air Corps, and will report about Feb. 5 to Washington headquarters. As in the case of other FCC employes called to active duty, Maj. Bartlett will be on leave for the duration.

A charter member of the FCC when it was created in 1934, Maj. Bartlett has served in its law department since 1935. When the FCC was created, he became legal assistant to Commissioner Hampson Gary, then chairman of the broadcast division.

Maj. Bartlett, an expert in communications law, is expected to headquarter in Washington in connection with communications activities of the Air Corps. Col. Edwin Lee White, former FCC principal engineer assigned to police and municipal services, is assigned to the Air Corps Communications Division.

Wisconsin Broadcasters Hold Sessions in Racine

BUSINESS SESSION of the Wisconsin Network affiliates was held Jan. 25 in Racine, preceding the general open meeting of the Wisconsin League of Radio Stations last Monday. Addresses on wartime radio were given by C. E. Arney Jr. of the NAB and Maj. Glenn R. Douglas of the Sixth Corps Area, Chicago. Meeting was attended by representatives of WIBU WHBL WRJN WSAU WFHR WCLO WTAQ, WHBY.

Election of League officers resulted in naming of James F. Kyler, WCLO, Janesville, as president; James A. Wagner, WTAQ, vice-president; Don Burt, WSAU, Wausau, treasurer; Noel Ruddell, WATW, Ashland, secretary; Ed Allen, WIBA, Madison, and Harry Le Poidevin, WRJN, Racine, directors.

BMI Conserves Paper

AS ITS PART in the campaign to conserve paper BMI is eliminating the customary "inserts" in sales copies of its music and is making reductions in the use of paper in professional copies and orchestrations, according to an announcement by M. E. Tompkins vice-president and general manager who estimated that the savings will amount to one-third of the paper now used in sales copies, one-half that used in professional copies and one-quarter of that used in orchestrations.

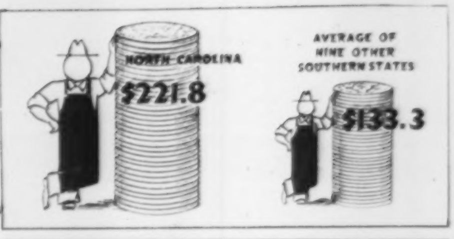
Schools Testing

ASSN. OF TRAINING SCHOOLS, New York, recently started a quarter-hour test program featuring in dramatic form technical courses offered and their place and need in industry during the present emergency, on WOV, New York. Seven schools are cooperating in the venture, and plan to expand radio activity if test is successful. Show is produced by Loye Minor, Huber Hoge & Sons, New York, the agency handling the account.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

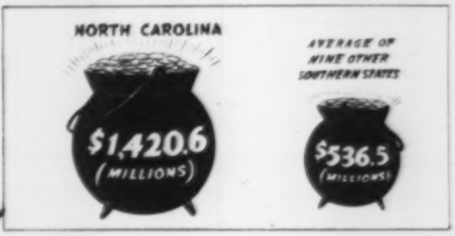
IN AGRICULTURE

CASH INCOME AND GOV'T. PAYMENTS
Source:
Department of Agriculture. 1940



IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS
Source:
Census of Manufactures. 1939



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives

Ed Cooper Given Appointment As FCC Assistant Secretary

Wheeler Aide Takes Post Vacated by Reynolds; Handled Several Senate Committee Inquiries

APPOINTMENT of Edward Cooper, of Montana, aide to Senator Wheeler (D-Mont.), and a former newspaper correspondent, as assistant secretary of the FCC was unanimously approved last Tuesday by the Commission. He fills a post that has been vacant since the spring of 1941 when John B. Reynolds, now general manager of WKWK, Wheeling, W. Va., resigned after a tenure of a decade.

Well-known in Washington Congressional, newspaper and communications circles, Mr. Cooper since July, 1939, has been chief of staff of the Senate Interstate Commerce subcommittee investigating telegraph. He also acted as committee clerk during the hearings last June on the White Resolution, and on other proceedings involving radio and communications legislation.

War Functions

While the functions of assistant secretary, under Secretary T. J. Slowie, relate primarily to matters of budget and personnel, Mr. Cooper's familiarity with a wide range of Governmental activity is expected to result in duties outside the purely administrative phases. With the FCC devoting more and more attention to war communications activities, under the policy direction of the Defense Communications Board, it is presumed the secretary's office will figure prominently in organizational developments.

Mr. Cooper is not expected to assume his new post, a Civil Service assignment, until preliminary requirements as to classification are cleared. He may take over before the middle of the month, however. There were a dozen candidates for the post, it is understood.

Born in New York City Oct. 21, 1903, Mr. Cooper was raised on a ranch in Montana and calls the State his home. He attended grammar and high school in Butte, worked on his father's ranch, made a deck-hand trip to South America, worked on ranches, irrigation projects, lumber camps and at a dynamite factory during the last war.

In 1924 he enrolled as a premedical student at Montana State College in Boseman, working his way through by clerking in a clothing store, and as a student and instructor in English, among other parttime jobs.

In 1928, following college, Mr. Cooper joined the *Anaconda Standard*, in Butte, as a cub reporter and later become courthouse reporter for the *Montana Standard*. He worked on the latter paper, the State's largest daily, as a reporter, desk man, sports editor and assistant city editor.

Mr. Cooper came to Washington in February, 1934, to join Congressional Intelligence, a factual Washington news service. During five years with this service, he served as reporter, writer and finally managing editor. He edited and supervised publication of a number of daily and weekly reports, as well as the five volumes of CI's "Factual History of the New Deal". He procured a leave of absence in July, 1939, at the request of Senator Wheeler, to become chief of the Senate Interstate Commerce Committee staff investigating telegraph.

Following the two-year investigation of telegraph companies, he prepared the official report and recommendations of the committee submitted to the Senate last October. He has been a contributor to a number of magazines, including a stint as Washington correspondent for *Literary Digest*.

Mrs. Cooper is the former Mary O'Hagan, of Butte. Mr. Cooper is a Mason and a member of the National Press Club.

NET RADIO BOOTHS IN ARMY OFFICES

TO FACILITATE network pickups of war news, special broadcasting booths have been installed in the Radio Branch of the Bureau of Public Relations of the War Department. Since the beginning of the war NBC, CBS and MBS have maintained temporary lines into the War Department. Permanent lines now are being routed to the new booths, which are to be used on occasion by network newsmen and commentators in handling war communiques and other war news direct from the Munitions Bldg., in Washington.

The staff of the Radio Branch, under direction of E. M. Kirby, plans to gear operations to cooperate with the networks in handling such news breaks as may arise during particularly active war news periods. At present an 18-hour daily schedule is maintained seven days a week.

John Cullom, formerly of WLAC, Nashville, recently joined the Radio Branch as agency contact man. A fulltime employe, he at one time was with World Broadcasting system and in the agency field.

Louis G. Cowan, head of Louis G. Cowan Inc., Chicago program firm, and originator of the *Quiz Kids* program, also has joined the Radio Branch on a parttime basis as a special consultant on programs and production.

NEW transmitter schedule sheets for WKZO, Kalamazoo, are decorated by order of Chief Arthur Covell, with a minute upper page inscription reading, "Keep 'Em Radiating".

Named by FCC

MR. COOPER

Child Radio Conference Is Called by Studebaker

CONFERENCE, scheduled for Feb. 9 in Washington, has been called by J. W. Studebaker, Commissioner of Education and chairman of the Federal Radio Education Committee, to consider creation of a permanent self-supporting research and service agency for improvement of children's radio programs. The agency was proposed some months ago by the Evaluation of School Broadcasts project at Ohio State U.

Invitations are being extended to agencies, sponsors, the radio industry, and to educational and parent groups. "The purpose," Mr. Studebaker said, "is not to discuss either the merits or the weaknesses of children's programs, but rather to consider whether the establishment of such an agency, supported by sponsors, advertising agencies and the industry, would be of assistance to producers of programs in improving these programs so as to secure larger audiences and provide data with which to meet the objections to programs which have frequently arisen in the past."

KVEC Service Group

ROBERT (Bob) PERRY, announcer-producer of KVEC, San Luis Obispo, Cal., has resigned to enlist in the radio technicians school of the Naval Reserve. Other staff members in service are: John Clifton, formerly commercial manager, now second lieutenant and instructor at the Barksdale Field, La., bomber school; Hank Wood, announcer-writer, with the Observation Squadron at Brooks Field, Tex., in a similar capacity; Bill Barton, formerly announcer-commentator, sergeant stationed in the public relations department of Moffett Field, Cal., and writing air corps spot announcements; Rod Myers, station engineer, has reported in the East for training with the Signal Corps.

WFMJ, Youngstown, reports that all its employes are regularly purchasing Defense Bonds and Stamps through a payroll deduction plan.

Schenectady Gran Proposed by FC

Decision Would Also Den Van Curler Application

WINSLOW LEIGHTON and George R. Nelson, partners in the advertising agency of Leighton & Nelson, handling many large radio accounts, head Western Gateway Broadcasting Corp., proposed last Tuesday by the FCC to be awarded a construction permit for a new local station in Schenectady, N. Y.

The Commission proposed denial of a rival application by the Van Curler Broadcasting Corp. for the same facilities. Facilities would be 250 watts unlimited time on 1240 kc. Schenectady at present has one other station, General Electric's 50,000-watt WGY on 810 kc.

Other Stockholders

In addition to Messrs. Leighton and Nelson, each with 26 of the 96 shares of stock so far issued and who will be president and vice-president, respectively, the successful applicant's ownership includes David A. TerBush, local insurance agent and member of the city finance committee, with 10 shares; James T. Healey, newswriter and radio commentator, 4 shares; William G. Avery, president of the local Morris Plan Bank as well as secretary-treasurer of Western Gateway, 2 shares; eight other stockholders with minor interests not exceeding 5%.

The FCC on Aug. 14, 1940, had granted the application of Van Curler Broadcasting Corp., headed by Mayer L. Cramer, oil dealer, for a new station on 1210 kc. with 250 watts with call letters of WGMA [BROADCASTING, Sept. 1, 1940]. Subsequently, however, upon consideration of petitions of Western Gateway Broadcasting Corp. and Mohawk Radio Inc., also applicable for a Schenectady station, the Commission rescinded the new station grant, designating it for further hearing.

The Commission in its proposed findings announced last week concluded that Western Gateway was qualified in every respect for the station sought. The same findings stated in regard to the Van Curler application: "As already shown, one of the three directors of Van Curler Broadcasting Corp., while testifying under oath, deliberately misrepresented the facts concerning the payment for stock in the company and it was only after consistent cross-examination that he finally revealed the true facts in connection therewith."

The FCC therefore concluded that since they are, of necessity, required to rely largely upon statements of licensees in determining such matters and taking cognizance of the attempt of the witness to mislead the Commission, and his connection with Van Curler, the FCC was of the opinion that the applicant was not qualified to become licensee of the station sought.

It's Hot! It's News! It's A Cowles Station!

GLEN LAW heads the KRNT News Staff. Five years of able presentation of news have made him an outstanding favorite of Central Iowa listeners.

CARTER REYNOLDS is one of the outstanding WMT newscasters who hold the spotlight before news-conscious listeners in Eastern and Northeast Iowa.

MERRILL MULREADY heads the news staff at WNAX. He handles several newscasts himself, as well as directing the station's efficient news department.

ROD HOLMGREN came to KSO after years at WOI, the Iowa State College station at Ames. Listeners all over Iowa know him and like him well.

News is hot! And listeners demand it hot! Moneybelt listeners depend on the Cowles Stations for news—news that's fresh—accurate—calmly and ably presented. The newscasters pictured are only four of a staff of 15 men trained for one thing—the able presentation of news when and how our listeners want it.

These listeners, too, have discovered that only the Cowles Stations, in this territory, give them world and national news as reported by both Associated Press and United Press, plus news of local interest gathered on the spot.

When you put these news facilities behind your product, over the strategically located stations in The Cowles Group, you get results from a genuine news service that can't be duplicated by a "we-cover-everything" station.

Results count! And the Cowles Stations do get results.

WMT
CEDAR RAPIDS WATERLOO

KRNT
DES MOINES

THE Cowles STATIONS

KSO
DES MOINES

WNAX
SIOUX CITY YANKTON

Represented by The KATZ Agency

the broadcast transmitter that CONSERVES POWER

SAVING POWER is saving dollars. It's always been important. It's especially important these days when power and national defense are partners.

Saving power is advantage No. 1 in the list of benefits you get from the Westinghouse 50,000-watt Broadcast Transmitter. Example: At average modulation the 50-HG uses only 115 kw input compared with 135 kw and 143 kw respectively, for two other 50 kw transmitters available at the time the 50-HG was introduced.

This emphasis on power saving is no accident. In designing this transmitter Westinghouse engineers set out to achieve low operating cost because Westinghouse, as an operator of commercial broadcasting stations since the industry's earphone days, knows the importance of low operating cost in commercial station management.

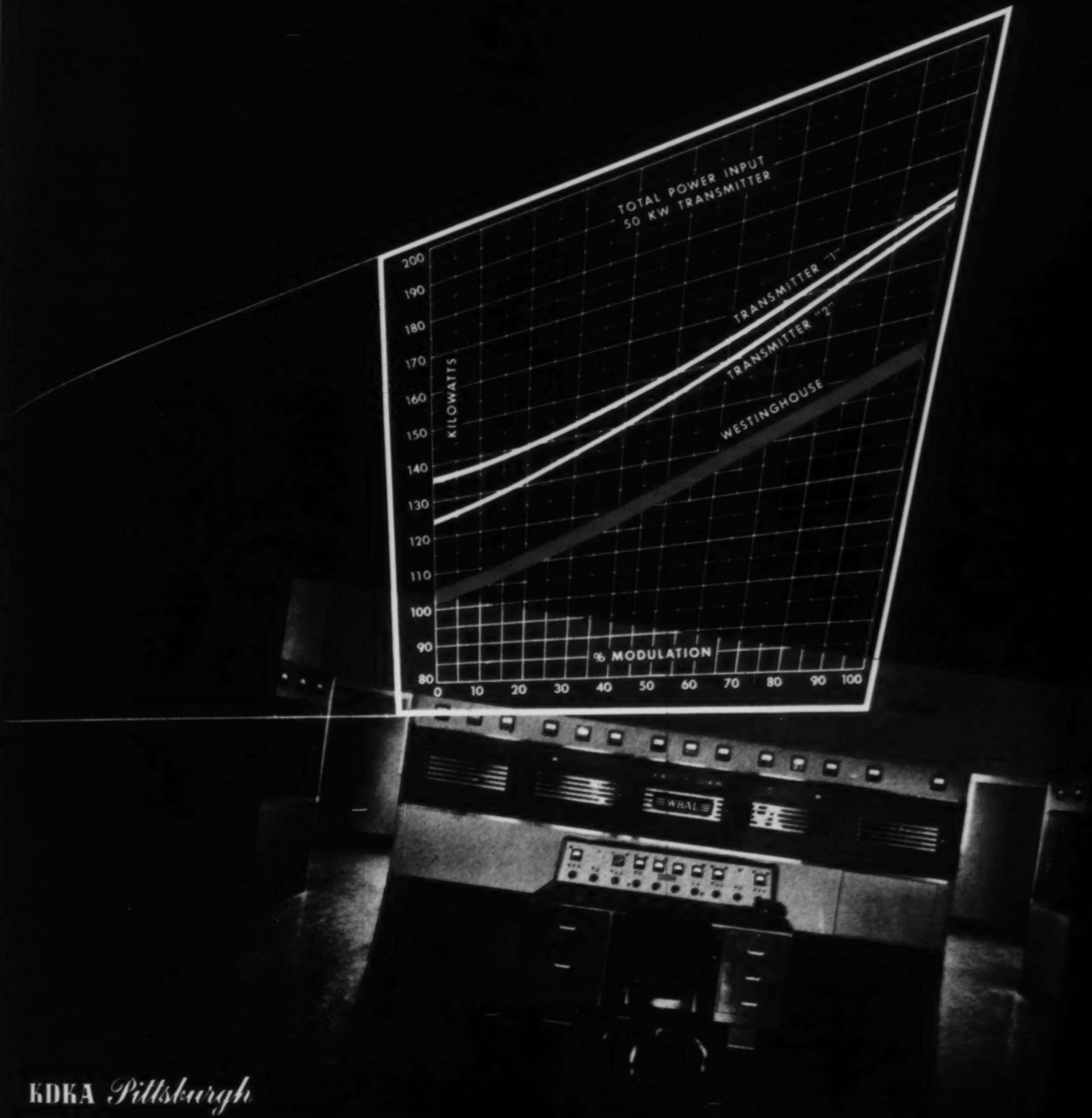
Out of this same operating knowledge have come other advantages which add up to new operating convenience, high fidelity transmission, and extra protection against program interruptions. That's why the Westinghouse 50-HG is a good set to become acquainted with.

KEEP AN EYE ON THESE STATIONS...

For new light on today's 50,000-watt broadcast transmitters look at WBAL, WPTF, WKBW, KDKA, and WBZ. In each of these stations you find the Westinghouse 50-HG Transmitter—a set that revolutionized transmitter design, a set that meets the commercial station's most important requirements, a set that embraces knowledge acquired through 20 years of actual station operating experience. Result: low operating cost, air-cooled tubes throughout, fuseless operation, surgeproof metal rectifiers, and other equally important advantages. That's why we say "Keep an eye on these stations."

J-08040

WESTINGHOUSE W Westinghouse



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WPTF *Raleigh*
WBAL *Baltimore*
WKBW *Buffalo*

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FCC Court-Nipped

THE FCC GOT more than it bargained for when it went to the legal mat with Publisher (now Naval Commander) James G. Stahlman on its right to subpoena witnesses for its newspaper-divorcement inquiry. Unwittingly, it collided with the sudden juridical fact that its inquiry, at least insofar as a majority of the U. S. Court of Appeals for the District of Columbia is concerned, is a forlorn hope. The court made it abundantly clear it will not condone discrimination against newspapers as broadcast licensees.

As reported in this issue, the preponderant legal view in Washington is that the FCC won the battle but lost the war. In measured phrases, Chief Justice D. Lawrence Groner, supported by Associate Justice Fred M. Vinson, told the FCC that while it legally can conduct the inquiry, it can't do anything about newspaper ownership of stations under the existing statute or under established court precedent.

In significant language, Chief Justice Groner served notice on the FCC that, all other things being equal, the FCC can't deny a newspaper the privilege of operating a station. This issue was not squarely before the court; the only question involved in the appeal was the right of the FCC to subpoena witnesses for such an inquiry. Yet, in its dicta the court put its finger on the heart of the controversy, and without equivocation told the FCC what it thought.

Even the FCC's right to conduct the inquiry was circumscribed in the momentous decision. The Commission can't indulge in a fishing expedition and require witnesses to bare their records "in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment", it commented. That's precisely what the FCC's investigating staff undertook in the pre-hearing phases, according to industry spokesmen.

The sudden and totally unexpected comment of the court (lawyers call it dicta) is causing the FCC's majority no little consternation. Only a week before, the FCC's majority for the second time denied a request of the Newspaper Radio Committee that the proceedings, which have limped along since last July, be suspended for the duration. The majority said it would be in the public interest to rush the proceedings to a conclusion, holding it would be a benefit rather than a detriment in the war effort.

The Commission might have been spared the humiliation it now must shoulder had it heeded the deferment request. It has been told now that it is fighting a lost cause. The majority, however, obviously clings to its contention that it is conducting the inquiry with an open mind; that the court has upheld its right to make the investigation, and that the public interest is being served.

Nevertheless, the court's thumping opinion can only be interpreted as a repudiation of the FCC. One cannot banish the thought of the many thousands of dollars in public and industry funds that have been expended; of the valuable man-hours frittered away, and of the anguish caused an industry.

In the light of the ruling, it would appear that the FCC now has no valid reason for holding newspaper applications in its "suspense" file, since the court directs that all applicants must be treated alike. A test case on this score would prove illuminating.

Comdr. Stahlman's defiance of the FCC's subpoena, ably advocated by Attorney Elisha Hanson, transcended the mere issue of appearance before the FCC. He challenged the Commission's right to conduct an inquiry calculated to discriminate against newspaper or other applicants for facilities. The principles for which the litigation was initiated now have been established.

And the FCC's minority, Commissioners Craven and Case, who have consistently opposed the newspaper inquiry, can properly feel their judgment has been sustained.

Chips, War & Abuse

SINCE THE WAR began, expressions have come from the FCC, the Department of Justice and other Governmental regulatory agencies that the civil statutes haven't been suspended and that business in the investigatory, regulatory and litigation lines must go forward as usual. "Let the chips fall where they may" is the approach.

The same approach, it seems to us, should prevail in Congress. For years, broadcasters have been demanding a reappraisal of the 15-year-old law governing broadcasting. There have been several half-hearted preliminary investigations during the last few years. Then the House Interstate & Foreign Commerce Committee decided it should do something about modernizing the law and clarifying its intent. Hearings were authorized, but no date has yet been set.

Since the war developed, however, there have been indications of lack of interest in such hearings, both within the industry and without. The FCC majority is opposed to a new legislative study.

Last week there suddenly developed a new demand for an inquiry—from Rep. E. E. Cox (D-Ga.), ranking majority member of the House Rules Committee. He charges the FCC and its chairman with "monstrous abuse of power" and lambasts the "active and ambitious Gestapo" allegedly maintained by Chairman Fly. He alleges an attempt to "federalize all means of communications".

Those charges are serious. They have been heard before. Rep. Cox is no junior member of Congress. He is one of the recognized leaders in that body. Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, likewise is one of the key members of Congress and he has seen the necessity for a reappraisal of the Communications Act.

If the civil statutes are not to be suspended, then it is the duty of Congress to undertake an inquiry into regulatory aspects of communications. And it's up to the industry it seems to us to prepare a comprehensive and formidable case for a revised statute that will spell out the functions of the regulatory authority and dispel all doubt. Grave charges have been made against the FCC. It should be given an opportunity to answer them.

Shepard: No. 1 Man

RADIO MAN No. 1 in Washington is John Shepard 3d, president of Yankee Network and for 20 years a practical broadcaster and industry leader. His selection as chairman of the Broadcasters' Victory Council wins spontaneous industry support because no broadcaster is more thoroughly conversant with industry problems or has displayed greater energy toward their solution.

America is at war. So is radio. Stern measures must be taken in the national welfare. Strong-willed men, familiar with radio's minimum requirements and having the industry's confidence as well as that of key Government figures, must be on the Washington scene.

It is most unfortunate that the industry has not been able to present a united front the last few months. The fact that the NAB, by virtue of personality reasons, has not been able to function adequately, made swift action essential. George B. Storer, as interim NIB president, established a strong group by effecting a coalition of the existing trade association, which drafted Mr. Shepard for the all-important Washington liaison assignment.

Whether all agree with the manner in which the Council was created is not of paramount importance. These are not normal times, and ordinary procedures cannot be followed. The fact that feelings may be hurt, or that conventions have not been adhered to, should not be taken into account.

Rough days are ahead—rougher than most broadcasters anticipate. With a man like John Shepard on the scene—a broadcaster who knows what it takes to run a station (and a regional network) for 18 hours a day, 365 days a year—every broadcaster can rest assured his maximum interests will be served. It's a thankless job for Mr. Shepard and for those others who will volunteer their services. The industry should be gratified it has such men around.

We Pay Our Respects To —

VICTOR MICHAEL RATNER

WHEN he was 14 years old, Victor Michael Ratner threw away his school books, lied about his age, and went to sea. Before he was 21, he had attended two universities, dropped out of both, and defeated Ed Don George in a college wrestling match. Today he is working in an executive capacity at Lord & Thomas.

Ratner admits that his career set out in a number of different directions—sailing and studying and wrestling—until he became an advertising man in 1927. But from that time on, there has been singleness of purpose and progress. Any personal history of him is not a record of travels or medals or dinner-table speeches—but of jobs started and finished and of definitive pieces of promotion.

Born in New York City on June 10, 1904, and educated in its public schools, Ratner turned rebel midway through high school and signed up on a ship. His boat had docked at England, France and Honduras before he returned to New York, fifteen years old and a full-fledged man of the sea. Then he went back to his textbooks and finished high school.

Ratner likes to poke fun at his own college career. He entered Columbia University and stuck it out for a year-and-a-half, then started at the University of Michigan and again dropped out after a year-and-a-half. He wrestled at both colleges, won the freshman championships.

At a small, a very small agency to start with, Ratner joined the J. L. Arnold Adv. Co. as an office boy, and, within two years, had charged up to the top as a $60-a-week vice-president—but the depression caught up with this small firm and Ratner left in 1930 to join the CBS promotion department.

Ratner's history, in the next decade, follows the same sharp curve as Columbia's. He started as a talented but obscure copywriter for a network that was just beginning to get sure-footed and to climb into nationwide audiences and advertising. Ratner's chief at CBS was Paul W. Kesten, now vice-president of the network but at that time newly-appointed director of sales promotion.

Kesten's early CBS promotion is legendary among network copywriters and indeed in the whole industry. It came at a time when radio had to prove itself, to show in intelligible but scientific terms that it belonged with other tested nation-wide media. Kesten's answer to that challenge—his kind of promotion—has been one of the strongest influences on the work of Vic Ratner. "Paul Kesten," Ratner said recently, "created the style and pattern for CBS promotion. All I had to do was to follow the pattern he had set."

But it was not as easy as that. It was a demanding pattern that required tough economical writing—and an even tougher ability to think hard.

In 1935, Kesten was graduated to the CBS executive floor and Ratner took over as promotional director. He set an amazing pace in his five years as head of the department: CBS promotion was always skillfully adjusted to fit into the changing radio picture, pulling its oar in the great display of teamwork which has carried CBS to its present position.

An unusual feature of Ratner's work was that it often passed beyond the simple, hit-them-again-harder promotional formula and stretched into wider fields. Already famous in a select circle is the section in the CBS presentation, *Radio Today*, which explored the psychological reasons why radio is such an effective medium—quite apart from the enormous circulation it delivers.

In another field, radio news coverage, he turned out a new style of history book—*Vienna* and *Crisis*, which told the story which radio reported *as it happened*. Both these footnotes for historians of the future (and particularly the handsome *Crisis* volume) are treasured parts of many advertising men's libraries.

Toward the end of Ratner's half-decade as CBS promotion director, he turned his attention to heavily documented presentations and research pieces—for the general radio job had been well taken care of, and promotion was beginning to boil down to hard-headed, figure-studded studies.

Another thing that happened to Ratner, as CBS advertising chief, was that he was the head of a quickly-growing department; and, in the last few years, he was increasingly absorbed in the executive operations of a vastly enlarged department.

Married to the former Letitia Ide, Vic has two children—four-year-old Stephanie and baby Timothy—and a farm in Vermont. He claims to be remarkably incompetent around the house, reads enormously, and (used to) love fast driving.

Personal NOTES

GEORGE H. JASPERT, commercial manager of WTAG, Worcester, has received notice from H. V. Kaltenborn, NBC news analyst, of his eligibility to qualify as a "charter member" in the Twenty-Year Club. He participated Nov. 2, 1920, in the Harding-Cox election broadcast on KDKA, Pittsburgh.

BILL PAPE, owner of WALA, Mobile, Ala., was honored by a special anniversary edition of *The Gulf Coast Farmer*, monthly farmer magazine, dedicated to him.

GEORGE MELHINEY, member of the sales staff of KXOK, St. Louis, is confined to Mt. St. Rose Hospital.

AL NELSON, manager of KPO-KGO, San Francisco, has been elected to the board of directors of the San Francisco Chamber of Commerce.

BOYD LAWLOR, station and commercial manager of WJMA, Covington, Va., resigned Jan. 31. No future plans were announced.

JAMES M. (DON) MINIFIE, White House correspondent for the *New York Herald-Tribune*, was appointed recently as Canadian Broadcasting Corp. Washington correspondent. He gives fortnightly Saturday evening commentaries on happenings.

CARROLL B. LARRABEE, former managing editor, has been elected president of Printers Ink Publishing Co., succeeding C. Roy Dickinson who has resigned to enter active service as a lieutenant-colonel. R. W. Palmer, former editor, has become managing editor, succeeding Mr. Larrabee.

JACK FOSTER, announcer of WCKY, Cincinnati, has been named night manager.

RALPH HARDY, account executive of KSL, Salt Lake City, has been named coordinator of the station's defense activities.

LESLIE H. PEARD, sales manager of WBAL, Baltimore, has been appointed a radio member of the Maryland State Council for Defense. Jack Mayer, WBAL publicity chief, has resigned to handle the promotion and publicity for the Council.

MAURICE DOLBIER, program director of WABI, Bangor, Me., and onetime Shakespearean actor, is the author of "The Bus That Nobody Loved", a playlet produced on the *Columbia Workshop* Feb. 1. He has written more than 200 plays for local broadcasts but this was his first network production.

PHIL ABRAHAMS, previously in the sales department of WMCA, New York, and for five years active in the agency field, has joined the sales department of WBYN, Brooklyn.

DUANE PETERSON, auditing department head of the Iowa Broadcasting Co., has joined the Navy as a yeoman, second class, being succeeded by Gerald Patterson, his former assistant. Jules Hack, announcer of KSO, Des Moines, is a yeoman, second class, with the Coast Guard.

DONALD BILLINGS, formerly on the production staffs of KFWB, Hollywood and KYA, San Francisco, recently joined the sales staff of KYA.

HAL SEVILLE, formerly sales manager of WBAX, Scranton, Pa., has joined WJEJ, Hagerstown, Md.

JACK DIAMOND, a member of the sales staff of WPEN, Philadelphia, and Sylvia Ostroff, of the office staff of WIP, Philadelphia, have announced their engagement.

JACK FOSTER, announcer of WCKY, Cincinnati, has been named night manager of the station.

JUDITH WALLER, NBC central division educational director, has been named to represent NBC on the executive committee of the Federal Radio Education Committee.

CARROLL D. ALCOTT, Far Eastern commentator of WLW, Cincinnati, spoke on that war theatre at the Radio Executive Club Jan. 28 luncheon.

FRED MORRISON, formerly correspondent in the House of Representatives for the Washington bureau of Transradio Press, has joined the staff of Fulton Lewis jr., MBS Washington commentator.

ARTHUR J. KEMP, CBS Pacific Coast sales manager, is in New York contacting network clients and agencies.

MARTIN CODEL, publisher of BROADCASTING, is back at his desk following a protracted illness and operation.

Mrs. John F. Royal

MRS. ANNE KENNY ROYAL, wife of John F. Royal, NBC vice-president in charge of international relations, died Jan. 26 at her home in New York, following a long illness. A native of Mount Sterling, Ky., Mrs. Royal was a graduate of St. Ursula Academy, Newport, Ky. In addition to her husband she is survived by a son, Edward F. Royal, a daughter, Schatzie Royal; two sisters, Mrs. Larry Enneking, of Cincinnati, and Mrs. Neal Guilfoile, of Mount Sterling; a brother, Albert Kenny of Newport, Ky.

Killed in Action

TWO FORMER members of the NBC page staff, Don Crocker and Jean Tartrier, have lost their lives in action in the war. Crocker, a Navy flier, was killed at Manila, but no details of his death were learned, while Tartrier, with the French Army, was killed leading his company in the assault on Damascus. Harry Weir, also a former page at NBC, joined the Spanish Loyalists in 1937 and died from wounds in action.

Sydney Flamm to WBYN

SYDNEY J. FLAMM, formerly treasurer of WMCA, New York, has joined WBYN, Brooklyn, as vice-president in charge of sales to handle sales policies and supervise program planning. His secretary at WMCA, Florence Schwartz, has also joined WBYN in a similar capacity. New musical director of WBYN is Lee Grant, who held a similar post at WMCA.

BEHIND the MIKE

DAN RUSSELL, production supervisor of CBS' international division, has been named roving field representative for the CBS Latin American network by Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. He will go in the field for CBS in early March when the Latin American chain of 76 affiliates in 20 neighbor republics starts full operations.

DEL CAMP, announcer and supervisor of the transcription department of WTAG, Worcester, has been appointed Industrial Specialist in the Radio Division of OPM, effective Jan. 19. Bill Brenna, formerly of WORC, Worcester, takes his place.

RAYMOND C. SIMMS, announcer of WFAS, White Plains, N. Y., on Feb. 6 is to marry Catherine Webster.

VERNON MARVEL, formerly of John B. Rogers Production Co., has joined the announcing staff of WBTM, Danville, Va. J. A. Black, head of the WBTM continuity department, recently married Bernice Elizabeth Fentriss. Arch Morgan Jr., of the WBTM staff, plans to join the Navy shortly.

SELWYN JAMES, foreign correspondent, on Jan. 25 started a Sunday series on WINS, New York, during which he comments on world news.

VINCENT ROSCI of the accounting staff of WBBM, Chicago, has enlisted in the Marines.

ROBERT HAFTER, until recently Chicago manager of Columbia Management and prior to that production manager of WBBM, that city, has joined the CBS Hollywood production staff, assigned to *I Was There*, sponsored by General Petroleum Corp. on 9 CBS Western stations, Monday, 9-9:30 p.m. (PST). Ralph Scott, onetime CBS Hollywood producer, has rejoined the network as San Francisco production head.

TED HEDIGER, NBC Hollywood producer, is on leave-of-absence to take over a writing assignment on the *Rudy Vallee Show*, sponsored by National Dairy Products Corp., on Blue Network.

CLETE ROBERTS, program director and news editor of KMPC, Beverly Hills, Cal., has resigned. Bill Conrad, producer, is also leaving.

GAYNE WHITMAN, Hollywood commentator, has been signed in that capacity on 17 defense training shorts to be filmed under Navy supervision.

TOM FRANDSEN, KFI-KECA, Los Angeles, announcer, has joined the Naval Reserve.

CLIFF DANIEL, program director of WCAE, Pittsburgh, was hospitalized by a "strep" infection of the throat.

EVELYN TOLIN, since 1937 a staff member of WEEI, Boston, has been named assistant publicity director. Carol Savage has joined the staff as secretary to Walter Murphy, WEEI publicity director.

WILLIAM JOLESCH, director of publicity and continuity at KROD, El Paso, has resigned to accept a position in the publicity department of the Blue Network in Chicago.

GUY RUNNION, news commentator of KMOX, St. Louis, is the father of a girl born Jan. 21.

GEORGIA LANE, Twin City stylist and home economist, has joined WDGY, Minneapolis, to handle a new daily women's program.

W. A. O'CARROLL, *Chicago Tribune* correspondent in Sidney, Australia, has been appointed MBS news commentator from that country.

DAVID HALL, formerly of Columbia Recording Corp., New York, and author of *The Record Book*, a guide for music lovers, is now writing program notes for serious music broadcasts on NBC, under the direction of Lewis Titterton, NBC manager of continuity. Hall replaces Richard Porter Leach, who has joined the staff of National Concerts & Artists Corp.

KEN GIVEN, sports announcer of WCHS, Charleston, W. Va., recently was awarded a trophy by the Kanawha Game & Fisheries Assn. for his services in furthering the cause of sports.

ALVIN G. FLANAGAN, formerly program director of WRUF, Gainesville, Fla., has joined the announcing and production staff of WSB, Atlanta. Sam Fouts has replaced him as program director of WRUF, with Ernest Stanley succeeding Fouts as continuity writer and publicity director.

LEW SARGENT, announcer of WEEI, Boston, is the father of a boy, Donald Lewis.

JOE DANA, KOY, Phoenix, chief announcer, is the father of a boy born Jan. 20.

JOCK FERNHEAD, NBC Hollywood auditor, and Joy Richards, of Los Angeles, were married Jan. 21.

HENRY M. NORTON, of the continuity staff of KGW-KEX, Portland, has resigned to freelance in short stories and radio scripts. Norton, formerly of KIRO, Seattle, will continue to write the Blue network's West Coast show, *Granpappy & His Pals*.

ELEANOR (Pat) HURLEY, secretary to Jerry Danzig, director of publicity of WOR, New York, has been named a staff member of the publicity department in charge of photographs. Helen Dunlop will succeed Miss Hurley.

THOMAS C. KERRIGAN of the continuity and news staff of WTAQ, Green Bay, Wis., has been appointed publicity director of WTAQ.

LEO G. (Uncle Louie) REETHS, announcer of WTAQ, Green Bay, Wis., recently became the father of a boy, his third.

TOM DOLAN, formerly NBC general traffic supervisor, has been appointed traffic manager of the Blue Network.

Auto Irony

CATHERINE MORGAN, KFAC, Los Angeles, commentator who gives advice to pedestrians and motorists during her four-weekly quarter-hour program, *The Backseat Driver*, was seriously injured in an auto accident Jan. 23.

GRACE GUNDERMAN, formerly in the script division of Blackett-Sample-Hummert, New York, and with NBC for two years, has been named program booking chief of the Blue Network.

WILLIS HOMAN, Pacific Coast newspaperman, has been named manager of the new CBS West Coast news bureau and listening station in San Francisco, formed after the Pearl Harbor attack.

GILBERT WALES, former European correspondent, has started a series of news commentaries five times weekly on KYA, San Francisco.

DON FREDERICK, announcer, formerly of KFOX, Long Beach, Cal., has joined KQW, San Jose-San Francisco.

ROBERT BENSON, news announcer of WDAS, Philadelphia, has resigned.

Meet the LADIES

ELEANOR BOYD

THOUGH a comparative newcomer to radio, the name of Eleanor Boyd is already well known in Mobile and nearby communities. Her *In a Woman's World* program on WMOB, Mobile, in which she gives timely comments on women's affairs and their part in the world today, has become one of the outstanding program periods on the station.

Officially Miss Boyd is WMOB continuity editor. Through her program and through her activities in the Mobile Civic Theatre and the Woman's Club of Mobile, Eleanor is kept pretty busy, especially since she is in demand as a speaker before various civic groups. These days Eleanor is aspiring to become an operator. The emergency is taking so many engineers from the stations that women might soon be in demand to take over some of the duties and she wants to do her part. A graduate of Alabama Polytechnic Institute, she has background for her new aspirations.

DON C. HARVEY, formerly farm service director of KSOO and KELO, Sioux Falls, S. D., has joined KOAM, Pittsburg, Kan.

SAM ETTINGER, formerly of the defunct Philadelphia *Evening Public Ledger*, has been named news editor of WIP, Philadelphia, replacing Carl Will, who left to become editor of the Philadelphia *Labor Record*.

RAYMOND ROGERS, formerly with Eastern Air Lines, has joined the announcing staff of W53PH, WFIL's FM station in Philadelphia.

GORDON SHAW, of the production staff at CKGB, Timmins, Ont., has joined the program department of CJKL, Kirkland Lake, Ont.

BILLIE RANDALL, of CBS Hollywood sales promotion department, is recovering from a recent appendicitis operation.

WILLIAM J. BAILEY, formerly of the NBC announcing staff in New York, recently freelancing, has joined KYW, Philadelphia.

JOHN DOWLER, freelance writer, has joined the script staff of WTAG, Worcester, Mass.

JOHN BRADFORD, formerly of WHIO, Dayton, has joined the announcing staff of WLW, Cincinnati.

ALUN WILLIAMS, senior announcer of WMCA, New York, has been appointed chief announcer.

B. S. BERCOVICI, news analyst of WSAY, Rochester, has joined WJW, Akron, where he will originate his MBS network programs.

GEORGE SHEPARD, announcer of WMFF, Plattsburg, N. Y., is now in training at the Officers' Training School at the Marine base in Quantico, Va. He is succeeded at WMFF by Earl Sharland, formerly program director of WNBZ, Saranac Lake, N. Y.

PRIVATE CHUCK WALDMAN, chief of radio division, public relations office, Turner Field, Ga., is announcing thrice-weekly field news on WGPC, Albany, and the thrice weekly program of the Turner Field Orchestra on WALB, Albany.

HANK SWARTWOOD, program director of KOIN-KALE, Portland, Ore., recently became the father of a baby girl, his second child.

POLLY GSCHWINDT has joined WROK, Rockford, Ill., as continuity writer succeeding Marjorie Hilliard, continuity editor, who resigned to accept a similar position at WOSH, Oshkosh, Wis.

RALPH WILLIAMS, publicity director of WSB, Atlanta, Ga., has entered the Marine Corps Candidates Class at Quantico, Va., and Elmo Ellis, studio production manager, was to be inducted into the Army at Ft. McPherson, Ga., Feb. 5.

LOUIS PELLETIER, co-author of the Broadway show "Howdy Stranger", has been appointed a writer in the CBS script department, and is currently working on *Kay Thompson & Co.*

RICHARD COOPERMAN, former CBS page boy, has been appointed desk assistant in the CBS news room.

TOM DECKER, newscaster and continuity writer at KOIN, Portland, Ore., has been hospitalized with pneumonia.

BILL HINN, special events director of WMRC, Greenville, S. C., has joined the Royal Air Force and is serving overseas. Raymond Caddell, of Florence, has taken his place.

SAM KERNER, Hollywood producer, is the father of a girl born Jan. 26.

BILL HAMPTON, Hollywood writer on the NBC *College of Musical Knowledge*, sponsored by American Tobacco Co., has been signed to do comedy dialogue and gags for the RKO film "My Favorite Spy".

LARRY PAYNE, who handles all defense programs for WJR, Detroit, has been named Civilian Adviser on Radio for the Detroit Naval Recruiting district.

JOHN KRESGE, music librarian of KDKA, Pittsburgh, reports for induction into the Army. He was to be married before departure to Phyllis Maible, of Marietta, O. Joseph Schertler, assistant editor of KDKA, has enlisted in the Navy.

JEANE BROWN, music director of WOWO-WGL, Fort Wayne, has returned following an operation.

WCMI Names Tyler As Head of Sales Staff

AL TYLER, formerly of WLNH, Laconia, N. H., has been named commercial manager of WCMI, Ashland, Ky. Additions to the sales staff are Lorrain Ford, succeeding Woody First in Ashland. In Huntington, Manager Lee Newman has added Robert Bell.

John Wymer, formerly of WHIO, Dayton, has been promoted to chief announcer. New members of the announcing staff are Gene Waters and Paul Clark. In the traffic Department, Lota Segraves replaces Mrs. Ruth Lanter. Hugh Harling is commercial representative in Ironton. Additions to the engineering staff include William B. Fletcher and Paul Hunt.

★ ★ ★ ★ ★ ★ ★ ★ ★

Is Your time BIG-TIME?

IT CAN BE . . . WITH THE RIGHT PROGRAM MATERIAL

No block of time on *any* station is productive in itself. It's what goes *into* that time that sells goods . . . *it's the program that counts.* And the feature you can recommend with confidence to advertisers—present with pride to listeners—is THE TEXAS RANGERS LIBRARY! More than 300 different selections—western, Latin, hill-billy, novelty, vocal and instrumental numbers, brilliantly produced and recorded in Hollywood by America's most versatile eight-man musical organization! At a new *low* cost, The Texas Rangers Library can make your time BIG-TIME any time!

The TEXAS RANGERS of CBS and Hollywood

Nationally famous Men of Music, who have built a loyal following of millions, coast to coast. Veterans of network commercials and sustainers—stars of outstanding transcribed spot successes for Old Gold, Socony-Vacuum, Mid-Continent Petroleum and others—featured in a whole string of big westerns . . . The Texas Rangers are ready now to appear on your station exclusively in your market!

★

TODAY, WRITE FOR YOUR STATION'S COPY OF THE TEXAS RANGERS' NEW BOOK . . . "ROPE 'EM IN"

SORRY BUT...

Kellogg's have sewed up the entire Texas market and Carey Salt has done likewise in the Kansas City area. All other markets are wide open . . . First come, first served!

The TEXAS RANGERS LIBRARY

★ AN ARTHUR B. CHURCH PRODUCTION ★

HOTEL PICKWICK 10th & McGee Kansas City, Mo.

★ ★ ★ ★ ★ ★ ★ ★ ★

1941 Business

(*Continued from page 8*)

A slight increase in confectionery advertising was noted, though the problem was complicated by reclassification of products. Network drug and toilet goods advertising experienced the greatest growth in dollar volume as compared with 1940, rising more than $5,000,000. The principal increase has come since 1939, when its volume amounted to $22,500,000. The percentage increase for this class of business over the previous year was 20% in 1941.

Financial and insurance advertising over networks remained comparatively unchanged in 1941, though advertising by this product class has nearly tripled since 1938. A slight increase in food advertising was detected, but the changes were obscured by reclassification of business types.

Jewelry and silverware advertising increased about 16% and was more than double the 1939 volume of $500,000. Petroleum products and fuel, almost entirely comprising gasoline and motor oil advertising, rose about 40% in 1941 as compared to the preceding year.

Net Product Data

Network advertising of soaps and household supplies increased 24% in 1941 as compared to the previous year, and experienced the second greatest gain in dollar volume—approximately $2,700,000.

Advertising by publications is estimated to have experienced the greatest relative growth of any product class, rising in the neighborhood of 80%. Travel advertising dropped sharply, as was expected. The necessary reshifting of minor classifications from recent years renders any analysis of the miscellaneous group impracticable.

Shifts in the relative use of national network advertising by different classes of products in recent years have resulted in significant changes in the percentage of *gross billings* represented by various product groups. These are depicted for 1935, 1939 and 1941 in the following table:

Estimated Percentage of National Network Gross Billings Represented by Different Product Groups

	% of total gross billings		
Product Group	*1935*	*1939*	*1941*
Automotive	7.9%	3.7%	2.9%
Housing equip. & supplies	1.4%	.8%	1.9%
Tobacco products	7.0%	14.0%	14.4%
Confectionery & soft drinks	2.6%	2.7%	3.9%
Drugs & toilet goods	33.0%	27.0%	29.6%
Financial & insurance	.8%	1.2%	.9%
Grocery food products	27.0%	29.6%	24.1%
Jewelry & silverware	.3%	.2%	.3%
Petroleum products & fuel	7.6%	5.1%	5.6%
Soaps & kitchen supplies	5.0%	11.7%	12.9%
Publications	.9%	.4%	1.0%
Travel & hotels	.1%	.1%	.1%
Miscellaneous	6.4%	3.5%	2.5%
Total gross billings	100.0%	100.0%	100.0%

Probably the most important tendency to be noted from the table above, Dr. Hettinger said, is the increasing concentration of network *gross billings* in the convenience goods field, i.e., articles sold in small units by a multiplicity of retail outlets for a small price and which are purchased frequently by consumers.

If one leaves gasoline and lubricating oil out of the picture, which seems desirable in view of the present wartime emergency, goods of this type represented 74.6% of network billings in 1935, 85.0% in 1939 and 84.9% in 1941.

Canadian Broadcasters Plan Discussion Of War Problems at Feb. 9-11 Meeting

THE THIRD wartime convention of the Canadian Assn. of Broadcasters to be held in Montreal Feb. 9-11 will deal mainly with the part Canadian broadcasting stations are taking in the Dominion's war effort. Government officials and American broadcasters are on the agenda.

The convention will be conducted on a more formal basis than usual. Two luncheons and a formal dinner are scheduled.

Miller, Shirer Slated

Speakers include Herbert Lash, director of public information, Ottawa; J. W. G. Clark, director of Royal Canadian Air Force and Canadian Army public relations, Ottawa; Frank Ryan, formerly manager CKLW, Windsor, now of the public relations staff at the Wartime Prices & Trade Board, Ottawa; John Atkins, administrator of the Publishing, Printing & Allied Industries for the Wartime Prices & Trade Board, Toronto; Neville Miller, NAB president, Washington; Lynne C. Smeby, NAB director of engineering, Washington; William L. Shirer, CBS commentator, New York. In addition there will be a director of the Canadian Assn. of Advertisers, and most likely officials from the Canadian Broadcasting Corp., including Maj. Gladstone Murray, general manager, and Dr. Augustin Frigon, assistant general manager.

Measures to be discussed also include standardization of rate structure and the possibility of developing a standard measurement of station listening habits; bulk buying practices; free time; agency franchise revision; Churchill Fund for which biographical booklets were sold through member stations; plans to form a school for announcers.

A closed meeting will be held with the directors of the Canadian Assn. of Advertising Agencies, and also one to deal with revision of the CAB constitution and financial report. It is hoped to have separate sessions on the last afternoon for stations affiliated with the CBC commercial networks, and stations not affiliated with the CBC.

Wartime discussion will include work of the National War Finance Radio Committee, through which all governmental radio advertising is being handled.

First Permits for FM Awarded to Jersey Area

IN LINE with its establishment of a North Jersey service area last year to alleviate the congestion of new commercial FM station applicants as well as those already granted in the New York City service area, the FCC last Tuesday issued its first FM construction permits for use of this separate Jersey service area.

Action represented a dual grant to Jersey City with New Jersey Broadcasting Co., licensee of WHOM, and Bremer Broadcasting Corp., operator of WAAT, receiving authorization for the commercial FM facilities. Stipulated was use of the 49.1 mc. channel to serve an area of 6,200 square miles for New Jersey Broadcasting Corp., while the Bremer CP is for 49.5 mc. with an identical service area. The two are the first commercial high-frequency assignments in New Jersey.

WTIC, Hartford, Conn., and its FM station, W53H, has subscribed to the payroll deduction plan whereby employes of the stations are enabled to purchase U. S. Defense Savings Bonds.

SPIRIT OF FUN dominated recent welcome ceremonies bringing KQW, San Jose-San Francisco into the CBS family. Planters Peanut brought its show to San Francisco for the occasion. After the show, these four had fun (l to r), C. L. McCarthy, KQW manager; E. H. Jenanyan, Planters manager in San Francisco; Raymond R. Morgan, president of the Hollywood agency bearing his name; Arthur J. Kemp, CBS Pacific Coast sales manager (on bicycle).

Program Censorship Notes

COMPLETE change in schedule, following the publication of the suggested broadcast policy changes in the War Censorship Code, was instituted by WLAC, Nashville. *Street Reporter* shows and an airport feature were eliminated. WLAC reports complete cooperation of sponsors with *Curbstone College* now aired from WLAC's studios with picked contestants participating and the street broadcasts being replaced by a musical feature starring Little Texas Daisy, the "Yodeling Cowgirl".

WTOL, Toledo, has suspended its program, *Union Station*, which featured interviews with travelers arriving in that city. Sponsor of the show, Schiff Shoe Stores, agreed to the suspension for the duration. In announcing the move the station said "it prided itself on honoring every suggestion which the various offices of the Government recommend".

OFFICE of Censorship War Code has resulted in either cancellation or revision of 12 weekly programs of WDRC, Hartford. *Main Street, Hartford*, man-on-the-street show has been replaced by *Inside Page* with same sponsors, Howard's Cleaners and A. C. Peterson Farms. Harry's Clothing Store is sponsoring a musical show to replace the Saturday morning street program. Six-weekly, 6-7 a.m., *Steepy Jim's Serenade*, conducted by Harvey Olson has been revised to eliminate requests and is now of a variety nature.

FOLLOWING suggestions of the War Censorship Code on "open-mike" shows, WKZO, Kalamazoo, has offered awards to listeners submitting suggestions for supplanting man-on-the-street and bus station broadcasts.

WHEN CENSORSHIP resulted in discontinuance of its daily man-on-the-street broadcasts, WDAS, Philadelphia, found it had on its hands scores of defense stamps in specially designed booklets which it gave to each participant on the broadcast. Listeners are now being asked to write to the station criticizing any phase of the station's activities and suggest changes. The best suggestions earn defense stamps.

AFTER CONDUCTING a man-on-the-street show for ten years, Dale Morgan, KSO-KRNT, Des Moines, has changed the format to include impromptu forums by a series of interviews and industrial broadcasts. Visiting celebrities and Iowa people with an interesting background are subjects for broadcasts, Mondays, Wednesdays and Fridays. On the other three days Morgan visits the various industrial plants, mines and unusual business institutions in the state.

Audience Gains Shown Since Attack on Hawaii

LISTENING audiences to evening network commercials have gained at least 13% as a result of the Pearl Harbor attack, according to a special analysis released by the NBC Research Division from tabulations of C. E. Hooper nighttime network sponsored ratings.

Analysis shows a 21% rise in aggregate ratings between the November and January surveys, while a study of the previous two winters shows a normal 8% seasonal gain was expected. According to the January study of listening by the Pulse of New York, there was a decrease in listening by New Yorkers this month compared to the peak reached in December immediately following the Japanese attack.

NOW—when NEWS is hottest...
GET ON THE WHN NEWS WAGON!

THE NEW YORK audience *instinctively* dials ten-fifty for news, because WHN offers the most complete news service, in number of features and commentators.

Look at 'em. Four of the biggest news-names in radio, and all of them heard regularly on *America's most powerful independent station.*

Then there's WHN's famed "NEWSREEL THEATRE OF THE AIR" (the feature that helped increase an advertiser's distribution six-fold), and thirteen newscasts a day of complete UNITED PRESS and ASSOCIATED PRESS news.

Still room for another advertiser or two in the WHN News schedule—but better get the dope from us right away!

WHN's line-up of distinguished news commentators

FULTON LEWIS Jr.

—by direct WHN wire from Washington

WYTHE WILLIAMS

—"radio's ace shot caller"

FULTON OURSLER

—dynamic editor of Liberty Magazine

GEORGE HAMILTON COMBS Jr.

—former Congressman and five years on WHN

1540 Broadway · New York · BRyant 9-7800
Chicago Office · 360 N. Michigan · Randolph 5254

WHN

50,000 WATTS

1050 KILOCYCLES

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Wage-Hour Move

THE Wage & Hour Division of the Department of Labor, headquartered in Washington since it started operation in October, 1938, is scheduled to be moved to New York about Feb. 15 or March 1. New headquarters of the agency, charged with administration of the Fair Labor Standards Act, will be at 1560 Broadway, New York. About 500 employes are involved in the transfer, including a number of attorneys detailed from the Labor Department legal staff to handle wage-hour litigation. The Wage & Hour Division is one of about a dozen Federal agencies being moved from Washington under a decentralization plan to make room for mushrooming defense agencies.

WFNC Joins MBS

WFNC, Fayetteville, N. C., on Feb. 8 will join Mutual, bringing the total number of MBS affiliates to 197. Owned by the Cumberland Broadcasting Co., WFNC operates on 1450 kc. with 250 watts power unlimited.

Balter for Ziv

SAM BALTER, whose *Inside of Sports* was heard over the Mutual Network sponsored by Bayuk Phillies cigars, has arranged with Frederic W. Ziv Inc. for a series of transcribed shows to be titled *It May Never Happen Again*. Transcriptions are being cut in the World Broadcasting System studios under the direction of John L. Sinn, vice-president in charge of the Ziv New York offices.

"THAT REMINDS ME—THERE'S A BARREL OF BUSINESS IN THE RED RIVER VALLEY! AND WDAY'S SMART ADVERTISERS ARE SURE CASHIN' IN!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Buyers of Time

C. M. PASMORE

FOR SIX MONTHS of the year Saturday night is Hockey Night to Canadian radio listeners, and the man responsible for forming this habit with radio audiences is C. M. Pasmore, dean of Canadian timebuyers. "Pas" as he is known in the broadcasting and advertising industry, has been with MacLaren Adv. Co., Toronto, since 1929, when he started the radio department for this agency.

His experience with radio as a medium was nil; he didn't even own a radio receiver when Jack MacLaren, agency president, dumped the radio end of the Canadian General Electric account in his lap and told him to go ahead with it, expand it from a one-station to a network show.

From that first radio venture Pas (no one knows and he won't tell what the C. M. stands for) began hockey broadcasts for General Motors of Canada, first on Ontario stations, gradually increasing to coast-to-coast coverage till 28 stations were on the roster. The depression cut this to 18, and after 5 years General Motors was succeeded as sponsor of the Saturday night hockey broadcasts by Imperial Oil Ltd., subsidiary of Standard Oil. Under Imperial Oil's sponsorship the broadcasts are now in their sixth year, are carried every week from Toronto on 39 stations, from Montreal in French on 8 stations, the largest sponsored weekly network show in the Dominion.

"Pas" has also handled other network shows for advertisers as Dominion Rubber, subsidiary of United States Rubber, Ontario Hydro, Tuckett Ltd. (tobacco) and other nationally known Canadian firms.

He was born 53 years ago in Western Ontario, educated at Toronto, and entered newspaper work, holding executive posts with the former Toronto *News* and the Regina *Leader*. He began to sell space in newspapers and magazines in 1923, then edited the advertising trade weekly *Marketing at Toronto* for a year, following which he was asked to form the radio department for MacLaren's.

Set Survey Shows New York in Lead

Has 11.9% of the 57,400,000 Receivers in the Nation

WITH AN estimated 6,750,000 sets in use, New York State had 11.9% of the aggregate of 57,400,000 receivers in the United States when the new year began, leading all other States, according to the pre-census estimates of O. H. Caldwell, editor of *Radio Retailing Today* and former member of the Federal Radio Commission. Pennsylvania ranked second with an estimated 4,740,000 sets or 8.3% of the nation's aggregate; Illinois third, with 4,000,000 sets or 7% and California fourth with 3,700,000 or 6.5%.

By States

Following are the State estimates:

Alabama	790,000
Arizona	169,000
Arkansas	534,000
California	3,700,000
Colorado	505,000
Connecticut	875,000
Delaware	122,000
Dist. of Columbia	335,000
Florida	640,000
Georgia	780,000
Idaho	208,000
Illinois	4,000,000
Indiana	1,750,000
Iowa	1,240,000
Kansas	790,000
Kentucky	1,070,000
Louisiana	640,000
Maine	439,000
Maryland	762,000
Massachusetts	2,300,000
Michigan	2,440,000
Minnesota	1,200,000
Mississippi	400,000
Missouri	1,860,000
Montana	240,000
Nebraska	610,000
Nevada	62,000
New Hampshire	261,000
New Jersey	2,200,000
New Mexico	132,000
New York	6,750,000
North Carolina	878,000
North Dakota	252,000
Ohio	3,560,000
Oklahoma	960,000
Oregon	601,000
Pennsylvania	4,740,000
Rhode Island	330,000
South Carolina	420,000
South Dakota	278,000
Tennessee	975,000
Texas	2,226,000
Utah	235,000
Vermont	188,000
Virginia	850,000
Washington	940,000
West Virginia	738,000
Wisconsin	1,320,000
Wyoming	105,000
Total, U. S.	57,400,000

IN PHILADELPHIA
Win Friends Influence Listeners
SELL THROUGH WFIL

Agencies

TOM McAVITY, formerly Lord & Thomas New York vice-president in charge of radio, has joined James L. Saphier Agency, Hollywood talent service, as an associate, assuming his duties in early February.

NEWBY, PERON & FLITCRAFT, Chicago, has moved to new quarters at 59 E. Van Buren St., Socony-Vacuum Bldg. Telephone is Harrison 9494.

HERB A. SHUTTS, formerly director of research for MacManus, John & Adams, Detroit, has joined MacFarland, Aveyard & Co., Chicago, as director of research and marketing.

ADCO ADV., Los Angeles agency, has closed its offices at 5212 Wilshire Blvd. Faraon Jay Moss, associate of that firm, will continue to operate the Hollywood agency bearing his name at 1462 N. Stanley Ave.

GAYB LITTLE, for nine years advertising and public relations director of Adohr Milk Farms, Los Angeles, has established a general advertising agency at 645 S. Oxford Ave., that city, under firm name of Little & Co. Associated with him is Alice Walsh, also of the former firm. Clients include Kelite Products Inc., U. S. Spring & Bumper Co., Kaufman Furs, as well as Adohr.

EDWARD BATTEY jr., director of research of Compton Adv., New York, has been named a vice-president.

HORTON MALLINSON, New York executive of Badger, Browning & Hersey, was on the West Coast in late January to check American Chicle Co. radio.

BOB BLISS, formerly assistant to the publisher of *PM*, New York newspaper, and previously of J. Walter Thompson Co., New York, has joined Compton Adv., New York, in an executive capacity.

ROBERT L. NOURSE, New York executive of Al Paul Lefton Co., on the Personal Finance Co. account, is in Hollywood to discuss 1942 advertising plans with Robert P. Scott, regional promotion supervisor, and Dorothy Stewart, agency manager in that city.

CLIFF SAMUELSON, advertising director of General Mills, Minneapolis, and R. W. Stafford, San Francisco manager of Westco Adv. Agency, were in Hollywood during mid-January.

R. CALVERT HAWS, for the last year an account executve of The McCarty Co., Los Angeles, has joined Western Precipitation Corp. as assistant to Richard F. O'Mara, sales manager, in advertising and sales promotion. Mr. Haws formerly was with Henri, Hurst & McDonald, and at one time headed his own agency in Chicago.

B & B Names Hawkes

KIRBY HAWKES, formerly in charge of daytime radio programs for Blackett-Sample-Hummert, Chicago, has been apopinted production and creative head of all radio programs produced by Benton & Bowles, New York. Mr. Hawkes, an actor and playwright, was previously a writer-director at CBS, where he worked on the *American School of the Air* programs, and produced numerous programs prior to his affiliation with CBS. Newly-appointed business manager of the Benton & Bowles radio department is Esty Stowell, who joined the agency in 1934, and for two years has been in the radio department working on General Foods; particularly Maxwell House Coffee.

HOME ECONOMIST and director of women's activities for WRC, Washington, Mary Mason, also has the big job of providing emergency feeding for residents of the Nation's Capital in case of an air raid. Here "Cousin" Mary (far right) supervises an "emergency feeding" drill of feminine members of the station staff (l to r), Hilda Kirby, Betty Ballou, Mrs. Fritz Balzer, Mrs. Elsie Ramby, wearing women canteen workers uniform; Mrs. Lillian O. Banks, Audrey Howell and "Cousin" Mary in an official Civilian Defense outfit.

BAUKHAGE OFFERED LOCALLY BY BLUE

BLUE NETWORK has entered the field of locally sponsored network programs carried on a cooperative basis. First program of this type will be carried on a sustaining basis Feb. 2 to 16 and will feature Baukhage, Blue Washington commentator.

Meantime the program is being offered to local sponsors starting Feb. 16. Titled *Baukhage Talking*, they will be heard 1-1:15 p.m. with Baukhage serving as special Washington correspondent for the Blue Network in his mid-day summary of Washington and world news. To insure comprehensive coverage of the news from the capital, Senators, Representatives, Cabinet officers, members of the Diplomatic Corps, Army, Navy and other Government officials will be invited to appear. Baukhage will be paid on a sliding-scale basis.

DeAngelo to Agency

CARLO DeANGELO, freelance director currently associated with shows produced by Henry Souvaine Inc., and Ed Wolf Assoc., New York, on Feb. 2 was to join Sherman & Marquette, Chicago, as director and supervisor of the agency's programs originating in New York. These include the three Colgate - Palmolive - Peet shows, *Myrt & Marge*, on CBS; *Bess Johnson*, and Bill Stern's *Sports Newsreel of the Air*. Agency is currently considering opening a New York branch office in the near future.

Seattle Agency Merger

CONSOLIDATION of three Seattle advertising agencies recently was effected with formation of Lunke-Ryan, Advertising, with offices in the Joseph Vance Bldg., Seattle. The new organization is a consolidation of James R. Lunke & Associates, H. J. Ryan & Associates, and Tom Jones Parry Inc. Partners in the new agency are James R. Lunke and H. J. Ryan.

VOLUNTARILY participating in the Treasury Department's Payroll Defense Savings Plan, employes of WJBK, Detroit, have authorized payroll deductions amounting to $788.33 per month.

Red Ryder Coast Series Slated for Syndication

LANGENDORF UNITED Bageries, San Francisco (chain), through Ruthrauff & Ryan, that city, on Feb. 10 starts for 52 weeks sponsoring a radio version of the Fred Harman newspaper comic strip, "Red Ryder", on 9 Blue Network Pacific Coast stations (KECA KGO KJR KPO KFSD KFBK KWG KERN KOH), Tuesday, Thursday, Saturday, 7:30-8 p.m. (PST).

Under a package deal made with Art Rush Inc., Beverly Hills, Cal. talent and production agency, Din Clark has been signed as producer with Ben Alexander, announcer. Hector Chevigny is writer of the radio serial. Rush will direct. Reed Hadley will be featured as Red Ryder with Tommy Cook portraying Little Beaver. Martha Wentworth is cast as the Duchess. Charlie Lung will portray Ching How. An extensive merchandising and promotional campaign will be launched. Serial will also be transcribed for syndication in other markets.

Dreier, Bate Back

ALEX DREIER, NBC's former correspondent in Berlin and one of the last newsmen to leave that city, and Fred Bate, chief of NBC's London bureau, are temporarily back in New York. Dreier, who arrived by clipper by way of Africa and South America, will complete several writing assignments before resuming active radio work. Bate, home on furlough from his strenuous duties in England, came by a boat whose submarine-dodging Atlantic crossing experiences are prohibited from publication by wartime censorship restrictions.

Aid Sought for Ad Men

A PLEA that advertising men be included in the unemployment insurance plan proposed for workers who have lost their jobs due to changes imposed on American industry through the nation's war effort has been made by William H. Rankin, president of the agency bearing his name, in an address before the Assn. of Advertising Men in New York last Thursday.

OFF and Agenciés Plan Cooperation

Federal Office About Ready To Book U. S. Programs

A TENTATIVE PLAN for central placement of Government radio programs is being prepared by the radio division of the Offices of Facts & Figures and may be ready the week of Feb. 2, according to William B. Lewis, assistant director of OFF and coordinator of radio for the Federal Government.

At present, Government agencies handle the scheduling and to some extent production of their own programs. Under instructions conveyed to OFF from President Roosevelt by his secretary, Stephen T. Early, that agency will be charged with clearing these programs as to priority and prevention of overlapping and duplication [BROADCASTING, Jan. 19, 26].

Mr. Lewis said last week that suggestions were still coming into his office from Government radio directors, network officials, trade association heads and advertising executives with whom he has met during the last two weeks. It will be impossible, he said, until these are all in to whip any plan into shape. He emphasized that once the plan is drawn that it would be subject to a working test and possible revision as "bugs" are revealed.

There is no plan, he said, to eliminate any so-called "secondary" programs, pointing out that such is not the function of his office and that it is a problem for the networks or individual stations.

Agencies Prepare

To cooperate with OFF in developing coordination between sponsors and producers of commercial radio programs and the various Government agencies, a committee of agency radio executives is being organized with Frederic W. Wile Jr., assistant to the director of radio of Young & Rubicam, New York, as temporary chairman. The agency committee acts as a coordinator for the offers of time on commercial programs made by the sponsors to the Government.

First fruit of the conference held in New York Jan. 22 between officials of the OFF radio division and leading advertisers and advertising agency executives, this radio committee is said to be only the first of a number of such groups to arrange cooperation of all advertising media with the Government war program. It is believed the agency plan will eventuate in the formation of an advertising council whose membership will include the country's foremost advertising executives, comprising representatives of both advertisers and agencies.

First plans for such a council were made at the joint convention of the American Assn. of Advertising Agencies and the Assn. of National Advertisers at Hot Springs last November [BROADCASTING, Nov. 17].

Concert Name Change

THE NBC Symphony concerts, regularly heard on the Blue Network, will continue to be designated "NBC", it was reported last week, but Blue officials have decided to drop the "NBC" from the *NBC Music Appreciation Hour*.

Shepard Named

(Continued from page 7)

formidable" trade association is on the scene, persona grata with the regulatory authorities.

The Council organization augurs for a reorganization of the NAB, or in lieu of that, possible creation of a new trade association. This is expected to crystallize at the NAB Convention in Cleveland May 11-14, when moves will be made to disenfranchise the major networks in industry affairs, affording them only associate memberships, similar to those held by other industry groups not actually licensed stations.

The future status of NAB President Miller, who has been under fire because of the NAB position on regulatory matters, unquestionably will be thrown into controversy by the Council development.

Mr. Storer, president of the NIB and proponent of the Council plan, was the moving spirit in the creation of the liaison post. Originally, Walter J. Damm, managing director of WTMJ, Milwaukee, tentatively had been selected for the top post in Washington. Now supervising a large-scale FM-television building project in Milwaukee, Mr. Damm was unable to arrange affairs at home to allow sufficient time for the Washington assignment.

Mr. Shepard arrived on the scene last Wednesday and established temporary offices in the Munsey Bldg. An executive secretary, on a full-time basis, shortly will be appointed without salary. Mr. Shepard will remain in Washington for the next month or six weeks, organizing Council affairs and establishing liaison with the multitude of Government agencies identified with the war effort. Afterward, with the office established and the executive secretary on the job, he will devote one or two days per week to the Washington activity.

To finance the project, all stations are being asked to contribute their highest quarter-hour rate. Whether this would defray the overhead for six months or for a year depends upon the magnitude of the Washington task. Between $20,000 and $30,000 may be entailed for this work.

Miss Ruppe Named

Mr. Shepard has named Miss Elsbeth Ruppe, secretary to Henry I. Christal, partner of Edward Petry & Co., station representatives, as his Washington secretary. Her services are being donated, as will be those of the executive secretary.

Several prominent broadcasters have been suggested for the post of executive secretary. The Council met in Washington last Friday on the selection and word probably will be forthcoming shortly on the appointment.

Mr. Shepard asserted it was his view that the NAB might be reorganized at the next convention to provide a more harmonious and representative organization, particularly on the Washington scene. He said he would propose amendment of the by-laws regarding segregation of networks in the associate group.

NBC President Niles Trammell, he declared, already has indicated he would favor such a provision, which would deprive networks of voting rights and of membership on the NAB Board or Executive Committee. CBS has opposed such a move but no expression has been forthcoming from the network recently. MBS is not represented on the NAB, having resigned at the St. Louis convention last year following the controversy precipitated over Chairman Fly's appearance.

Washington Contacts

Mr. Shepard's liaison function will involve regular contacts with the FCC, the War Productions Board on Priorities, military services, Office of Censorship, Defense Communications Board, and Office of Facts & Figures, which has undertaken the function of funneling Government programs for radio. In addition, there will be contacts with other Governmental agencies and with Congress relating to radio activities during wartime.

One of radio's best-known figures, Mr. Shepard has been active in industry affairs practically since he began in radio in 1922. In addition to the Yankee Network and the parallel Colonial Network, which he directs, Mr. Shepard operates four stations—WNAC and WAAB, Boston; WEAN, Providence, and WICC, Bridgeport.

He has been a director of the NAB several times and is one of its pioneer members. Among other posts, he is chairman of the NAB Defense Committee, formed last year, and is president of FM Broadcasters Inc. It was largely due to his initial effort that FM broadcasting made such prodigious strides during the last several years.

FRIENDSHIPS were renewed at court martial of Charlie McCarthy staged recently at Stockton (Cal.) Training Field, during the NBC *Chase & Sanborn Show*, sponsored by Standard Brands. A. K. Spencer (right), J. Walter Thompson Co., New York production executive, now on the West Coast, met (l to r) Private John Christ, formerly Hollywood producer of that agency; Lieut. Frank P. Healy, formerly radio director of Frank Stempel Agency, Beverly Hills, Cal., talent service, and Lieut. James Stewart, former film star, all now stationed at Moffett Field, Cal. Spencer produced the program, with Lieut. Stewart defending Charlie against charges that he accepted an honorarium from the Marines after being commissioned by the Air Corps.

LEE WILL MANAGE NET IN OKLAHOMA

ELECTION of Joseph W. Lee, general manager of KGFF, Shawnee, Okla., as president of the Oklahoma Network was announced last week following the annual meeting of the organization. Ross Porter, also of Shawnee, founder and first president of the network, was named honorary president. Now an independent oil operator, Mr. Porter also continues as a board member.

Mr. Lee

Other officers elected at the Jan. 22 meeting were Tams Bixby Jr., KBIX, Muskogee, vice-president; Milton B. Garber, KCRC, Enid, secretary-treasurer, and Robert D. Enoch, KTOK, Oklahoma City, managing director. Mr. Enoch is in charge of network operations from KTOK.

The network, which observed its fifth anniversary Jan. 24, comprises KTOK, KGFF, KCRC, KBIX, KOME, Tulsa; KVSO, Ardmore, and KADA, Ada. All are affiliated with the Blue Network. Mr. Lee will administer his duties as network president from Shawnee, along with active management of KGFF.

ASCAP Appeal Dismissed

THE United States Supreme Court on Jan. 19 dismissed the appeal of ASCAP for relief from the provisions of the anti-ASCAP law of the State of Washington, which had been upheld by a Federal Court in that State. Appeal was dismissed by stipulation of counsel for both parties, as since the appeal was filed ASCAP has entered into a stipulation with the attorney general of the State, who has ruled that ASCAP is now operating in accordance with the law and therefore there is no need for an appeal.

in the CONTROL ROOM

LIEUT. KEITH McCONNELL, formerly control operator at CJRC, Winnipeg, and now with the Royal Canadian Corps of Signals, while on furlough recently married Judy Osborne, traffic director at CJRC.

HUGH MOSIER, new to radio, has joined KOY, Phoenix, as transmitter engineer.

R. E. KAISER, transmitter engineer at KFYR, Bismarck, N. D., has resigned to accept a civilian inspector position with the Army Air Corps at Wright Field, Dayton. He will be replaced by Ole Orson, formerly of KGCU, Mandan, N. D., and KWLM, Wilmar, Minn.

MICHAEL CHUCKRAY, staff engineer of KXOK, St. Louis, has enlisted in the Navy and is awaiting orders to report to the Naval Radio Training School.

JOHN M. BALDWIN, formerly of the engineering staff of KDYL, Salt Lake City, has been appointed as engineer in charge of the technical set-up of Utah's State Communications Division. Edwin Done, formerly KDYL transmitter operator, has been assigned to Hill Field, Utah, where he is employed in a civilian capacity with the Army. Douglas Eldredge, regular studio operator, is now assigned to transmitter duty. Additions to the KDYL engineering staff include: Nephi Sorenson to the control room and Howard Mills, formerly of KJR, Seattle, to maintenance.

MARJORIE ALLEN, formerly instructress in radio communications for the American Women Volunteer services, has joined the new Muzak FM station W47NY, New York, as transmitter engineer and announcer.

ALEX MESTER, formerly of WKPA, New Kensington, Pa., has joined WCAE, Pittsburgh, replacing Giff Bixbee, now in the Army.

DAVID BAIN, chief engineer of WBML, Macon, Ga., has resigned to accept an appointment as assistant radio engineer in the Bureau of Ships, Navy Department, in Washington.

GENE TWOMBLEY, CBS Hollywood sound effects engineer, was inducted into the Army Jan. 26, the sixth member of the network's staff in that city to join the armed forces since start of war.

HENRY BRODERICK Jr., engineer of WDRC, Hartford, is the father of a boy born Jan. 26.

FRANK HIGGINS, transmitter operator of WPTF, Raleigh, N. C., has volunteered for duty with the Naval Reserves.

CHARLES HARTMAN, engineer of WCAU, Philadelphia, has joined the Army.

EUGENE G. PACK, technical director of KSL, Salt Lake City, has also been named manager of the new traffic department of the station.

GLENN (Arkie) HAGLUND, operator of WTAQ, Green Bay, Wis., has resigned to join the Navy. He will go to Indianapolis for training.

VERNE HARVEY, technician, formerly of KGDM and KENO, has been added to the staff of KYA, San Francisco.

PAUL WARE, mechanical engineer, "ham" radio operator, and currently with Allen B. Du Mont Labs., Passaic, N. J., has been named head of the Radio Club of America.

RAY ERLENBORN, Hollywood sound effects engineer on the weekly NBC *Al Pearce & His Gang*, has been signed by Republic Studios for a similar role in film.

How many
do we need?

How many planes do we need, 100, 500, 5000, 50,000 . . .? The answer is . . . We need enough to do the job *completely*. Any less than that just isn't enough. The same applies to radio. To do a complete job of selling on the Pacific Coast, use a network that covers the coast *completely*. Due to the fact that many of the important markets on the Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Buy the *only* network that has a *local* station in every one of the 32 important Pacific Coast markets. Remember, more than 9 out of *every* 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. This is *Controlled* Power . . . power where it *counts*. And plenty of advertisers *know* it counts . . . nearly twice as many Pacific Coast network accounts use Don Lee than use the other 3 networks combined.

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE PRESIDENT,
GENERAL MANAGER

DON LEE

MUTUAL DON LEE BROADCASTING SYSTEM • 5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA

Four Video Firms Plan Joint Hookup

NBC, Du Mont, GE and Philco To Submit Project to FCC

PLANS for erection of a television station in Washington and for extension of the radio-relay system of inter-city connection already in use between New York and Philadelphia to link the latter city with Washington have been studied by officials of four television companies and are just about ready for submission to the FCC, it was learned last week.

In place of the original plan of RCA-NBC to establish its own television network along the Eastern Seaboard, the scheme calls for a cooperative set-up, with NBC, Allen B. Du Mont Labs., General Electric Co. and Philco Corp. participating.

Direct Pickup

At present certain programs of WNBT, NBC sight-and-sound station in New York, are picked up directly and rebroadcast by the GE video transmitter in Schenectady and are also being transmitted via the ultra-high-frequency radio relay system to WPTZ, Philco station in Philadelphia, for rebroadcast.

If Commission approval is forthcoming, Du Mont would erect a station in Washington and the relay system would be extended to that city. Du Mont already has a permit to construct a television station in Washington and moreover has equipment on hand which, it was learned, could be installed in that city within two weeks after the FCC's OK has been received for the project and the erection of a tower approved by the city's building authority.

Towers are also available for the three relay stations necessary to relay programs between Washington and Philadelphia, it is understood, so that the priority situation would not cause delay.

Great Value

While executives declined to talk for quotation at this stage of affairs, BROADCASTING was informed that the plan offers an opportunity for immediate public service in the transmittal of Army, Navy and Civilian Defense information which could be of inestimable value at this time.

The projected network offers opportunity for television to continue its development, especially with program techniques, during the war period. The four companies are all manufacturers as well as telecasters, so that from its inception it excludes any possibility of its use to foster a television monopoly, it is stated. By sharing costs the plan would reduce the heavy expenditure of these telecasts for each participant.

LONG-TERM CONTRACT for hour-and-half-hour *Saturday Night Dancing Party* on WSAV, Savannah, Ga., is signed by J. F. Gazan, Savannah Esslinger's Beer distributor. Smiles beam from, seated (l to r): Robert M. Brown, advertising manager for Esslinger's; J. P. Dyer, WSAV account executive; Mr. Gazan. Standing (l to r): N. W. Brandon; James Rogers Brown, Esslinger's sales manager; Clark Earl, Esslinger's New England representative.

Federal Agency Planning Joint Survey To Develop Industry Roster Personnel

TO ESTABLISH a comprehensive roster of the program and production personnel of broadcasting and related fields, the National Roster of Scientific & Specialized Personnel, an agency jointly administered by the National Resources Planning Board and the U. S. Civil Service Commission, is completing plans for a questionnaire survey of all the nation's broadcast stations, as well as the radio departments of upwards of 1,000 advertising agencies, and transcription companies.

With cooperation of NAB, the Civil Service Commission plans to immediately contact every U. S. broadcast station, requesting that all employes in the program and production end of radio fill in one of the questionnaires to be sent them by NRSSP.

First questionnaires will go out to station management, with instructions to furnish a complete list of program-production personnel. Questionnaires also will be sent to the radio departments of advertising agencies and to transcription companies.

In announcing the registration drive, designed to provide a reservoir of potential personnel for Government or defense needs, the Civil Service Commission emphasized that it would extend only to the program-production side of the broadcast, agency and transcription operation. It was pointed out that data on technical employes already is on file. Data supplied through the forthcoming questionnaires is to be card-indexed mechanically and kept on file by NRSSP.

Announcing the radio survey, the Civil Service Commission declared:

"Within the next few weeks the National Roster, with the cooperation of NAB, will begin its survey of the field of radio broadcasting. The importance of this field to the victory effort of the nation need not be restated here, other than to again call it to the attention of the members of the field and impress upon them the importance of returning their completed questionnaires to NRSSP as soon as possible after their receipt."

Questionnaires already have been distributed in 52 separate fields, it was explained, and when completed the Roster will cover more than 150 sciences and professions. The questionnaire is accompanied by a form known as a "technical check list", designed to furnish specific information relating to particular fields under survey. A check list is developed for each science or profession, providing a comprehensive classification of the activities in the field. Additional questionnaires and check lists may be obtained by writing to the National Roster of Scientific & Specialized Personnel, Washington, D. C.

Burroughs Joins Navy

HOWARD BURROUGHS, since March, 1941, administrative assistant to FCC Commissioner Ray C. Wakefield, on Jan. 26 left for active duty with the Navy. A lieutenant, junior grade, in the Naval Reserve, he has been assigned to duty with the Ship Section of the Radio Branch of the Bureau of Ships in Washington. Samuel Miller, of the FCC law department, has been designated to assist Commissioner Wakefield until a successor to Lieut. Burroughs is named.

KSFO SUED BY C FOR USING STUDIO

CBS, through Attorney W. Caubu, has filed action in S Francisco Superior Court to e KSFO from CBS studios in the P ace Hotel. The complaint, in unla ful detainer, states that Associa Broadcasters has possession "wi out any right and without any pe mission or consent" of the plaint after expiration period.

The complaint asks restitution the Palace Hotel premises, pl $1,000 per month damages. KSFO agreement with CBS expired 13:01 a.m. Jan. 1, 1942, but KSF continued to retain the studios a offices, it is alleged. A contract a tached to the complaint reveals th KSFO has been paying $650 month rental.

KSFO had not answered the co plaint Jan. 28. It had until Jan. to file, but there was a possibili it would get a delay in filing a answer. KQW replaced KSFO a CBS affiliate in San Francisco o Jan. 1.

KSFO is reported to be negotiating with the Hotel Mark Hopkin for studio and office space both fo KSFO and shortwave station KWID, now under construction. On Jan. 28 no lease had yet been signed, according to General Manager Lincoln Dellar.

Colgate Names Healy

ROBERT E. HEALY, advertising manager on certain accounts of Colgate-Palmolive-Peet Co., Jersey City, has been named advertising manager of the company, it was announced last week by E. H. Little, Colgate president. Mr. Healy has handled all advertising for Palmolive soap and shaving cream, Octagon products, Crystal White soap, Klek and Cue liquid dentifrice. Savington Crampton and George MacGregor, also of the company's advertising department were made assistant advertising managers to Mr. Healy, who was formerly of Johns-Manville Corp. New York, where he handled production advertising.

AGENCY Appointments

TRUVAL MFRS., New York, to Weiss & Geller, New York, for TruVal shirts, pajamas and sport apparel. Some spot radi contemplated, but no plans made as yet.

U. S. L. BATTERY, Toronto, to Walsh Adv. Co., Toronto. Plans for spring and fall campaigns using radio now being formulated.

CANADIAN Government Travel Bureau, Ottawa, to McCann-Erickson, New York, acting U. S. representative of Cockfield Brown & Co., Montreal.

DENTU-GRIP, New York (proprietary), to Raymond Spector Co., New York. Spot announcements will be used probably the end of February.

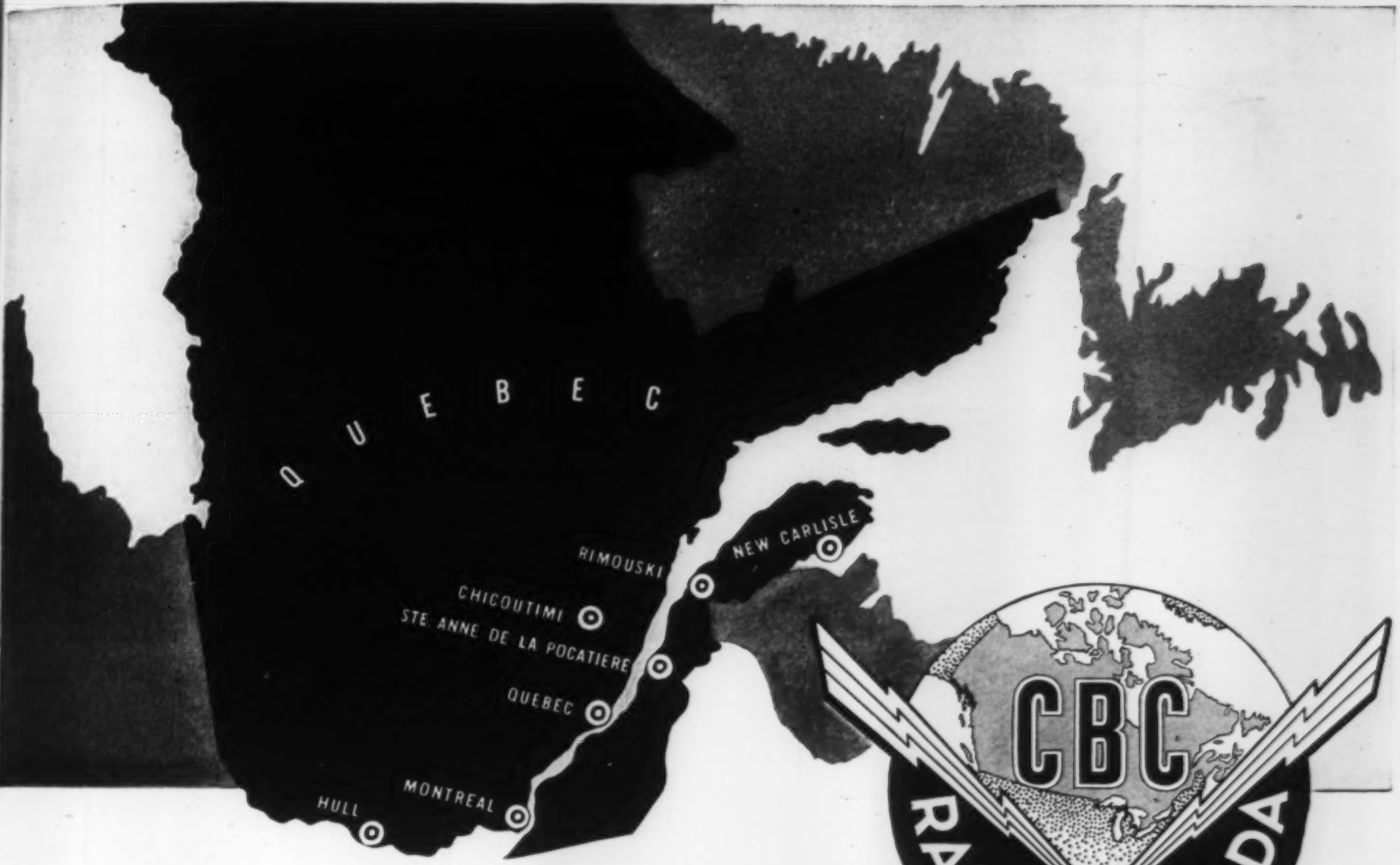
ANNIS FURS, Detroit, to E. A. Oppenheim Co., Detroit.

DICTOGRAPH SALES Corp., New York (intercommunications systems, Acousticon), to Ruthrauff & Ryan, N. Y.

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter), to Sydney Garfinkel Adv. Agency, San Francisco. Firm has regional distribution and is said to use radio.

H. PIPER Co., Chicago (wholesale bakery), to MacDonald-Potter, Chicago. Said to use radio

A MARKET WITHIN A MARKET



CBC
RADIO CANADA

*Over One-fourth of Canada's Population Must Be Spoken to in the French Language and Appealed to in a Special Way

THE PROVINCE OF QUEBEC, where 85% of the population is French-speaking, is a market of exceptional importance. It must have special recognition from advertisers who seek to cover Canada. French-Canadians listen to their radios more consistently than other citizens of the Dominion . . . but because 95% listen to broadcasts in the French language, they require special consideration.

Through its French network of seven stations, the CBC is fully equipped to meet these special conditions and to reach Quebec listeners over their own French stations, on their own French network and by means of their own French programmes.

The CBC has complete information about the listening habits of French-speaking Canadians and the Quebec market.

French-speaking population of Quebec alone—2,744,550 (Estimated as of January 1st, 1940).

THESE SPONSORED PROGRAMMES ARE HEARD REGULARLY OVER THE

CBC FRENCH NETWORK

Jeunesse Dorée	Campbell Soup Co.
Le Quart d'Heure de Détente	Carnation Co.
La Mine d'Or	Colgate-Palmolive
Les Joyeux Troubadours	Colgate-Palmolive
Le Curé de Village	General Foods
Tommy Duchesne	L. O. Grothé
NHL Hockey Broadcasts	Imperial Oil
Le Vieux Maitre d'Ecole	S. C. Johnson & Son
Grande Soeur	Lever Bros.
C'est La Vie	Lever Bros.
Vers le Soleil avec Tante Lucie	Lever Bros.
Lionel Parent Chant	Lever Bros.
Vie de Famille	Procter & Gamble
Quelles Nouvelles	Procter & Gamble
La Rue Principale	Procter & Gamble
La Pension Velder	Procter & Gamble
Album of Familiar Music	Sterling Products
Waltz Time	Sterling Products
Les Secrets du Dr. Morhanges	Sterling Products

CANADIAN BROADCASTING CORPORATION

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYW, Philadelphia

Seeck & Kade, New York (Pertussin), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Illinois Meat Co., Chicago (Broadcast Hash), 5 *sp* weekly, thru Arthur Meyerhoff & Co., Chicago.
G. Washington Coffee Refining Co., Morris Plains, N. J., 5 *sp* weekly, thru Cecil & Presbrey, N. Y.
Iowa Soap Co., Camden, N. J., 5 *sp* weekly, thru James G. Lamb, Philadelphia.
Edgar F. Hurff Co., Swedesboro, N. J. (canned food), 3 *sa* weekly, thru John Falkner Arndt, Philadelphia.
Procter & Gamble Co., Cincinnati (Ivory Snow), 3 *ta* weekly, thru Benton & Bowles, N. Y.
Piso Co., Warren, Pa. (Piso cough syrup), 5 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
7-Up Co. of Philadelphia, Philadelphia (soft drink), 3 *ta* weekly, thru J. M. Korn, Philadelphia.
B-C Remedy Co., Durham, N. C. (B-C headache pills), 4 *ta* weekly, thru Harvey-Massengale, Durham, N. C.
W. A. Scheaffer Pen Co., Fort Madison, Ia., *sa* weekly, thru Russel M. Seeds Co., Chicago.
American Chicle Co., Long Island City, N. Y. (Chiclets), 3 *ta* weekly, thru Badger & Browning, Boston.

WFIL, Philadelphia

Fashion Frocks, Cincinnati (dresses), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
J. B. Ford Sales Co., Wyandotte, Mich. (cleanser), 10 *ta* weekly, thru N. W. Ayer & Son, Philadelphia.
Pepsi-Cola Co., Long Island City, N. Y. (Pepsi-Cola), 21 *sa* weekly, thru Newell-Emmett, N. Y.
Electric Storage Battery Co., Philadelphia, 6 *sp* weekly, thru Geare-Marston, Philadelphia.
K. Arakelian, Inc., Philadelphia (wine), 28 *sa* weekly, thru Adrian Bauer Adv. Agency, Philadelphia.

KECA, Los Angeles

Household Finance Corp., Chicago (family finance service), 6 *t* weekly, thru BBDO, Chicago.
Washington State Apple Commission, Wenatchee, Wash. (apples), weekly *sp*, thru J. Walter Thompson Co., San Francisco

KFRC, San Francisco

Nestles Milk Products Co., New York (Nescafe), 2 *sp* weekly, thru Leon Livingston Adv., San Francisco.
American Cigarette & Cigar Co., New York (Pall Mall), 42 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

WINS, New York

Hebrew Evangelization Society, Los Angeles, weekly *sp* 26 weeks, thru Tom Westwood Adv. Agency, Los Angeles.

Cigarette Expands

BENSON & HEDGES, New York (Virginia Rounds cigarettes), last week started a series of news periods daily Monday through Saturday on KMPC, Los Angeles; Monday through Friday, on KSFO, San Francisco and twice daily Monday through Saturday on WIND, Gary, Ind. Agency is Maxon Inc., New York.

GERARD Leonard Frederick Philips, 83, founder of Philips Radio and Electric Corp., died last Monday in The Hague, Holland, according to the Netherlands Aneta news agency.

KSFO, San Francisco

J. A. Folger & Co., San Francisco (coffee), weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
General Brewing Corp., San Francisco (Lucky Lager Beer), 7 *t* weekly, thru McCann-Erickson, San Francisco.
Colonial Dames Co., Los Angeles (cosmetics), 6 *sa* weekly, thru Glasser-Gailey & Co., Los Angeles.
South Coast Fisheries Inc., Los Angeles (Top Form Cat Food), *sa* series, thru Barton A. Stebbins, Los Angeles.

CHML, Hamilton, Ont.

Swift Canadian Co., Toronto (hog and chick feeds), 3 *ta* weekly, thru J. Walter Thompson Co., Toronto.
F. W. Fitch Co., Toronto (Fitch shampoo), 3 *ta* weekly, thru L. W. Ramsey Co., Davenport, Ia.
Thomas J. Lipton Ltd., Toronto (soup) 5 *ta* weekly, thru Vickers & Benson, Toronto.
Canadian Chewing Gum Co., Toronto, 6 *ta* weekly, thru Baker Adv. Agency, Toronto.

KHJ, Hollywood

W. A. Sheaffer Pen Co., Fort Madison, Ia., (fountain pens), 2 *sa* weekly, thru Russell M. Seeds Co., Chicago.
White Labs., New York (Chooz), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
Ex-Lax Mfg. Co., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., N. Y.

KFI, Los Angeles

Coast Federal Savings & Loan Ass'n., Los Angeles (investments), 5 *sp* weekly, thru Robert F. Dennis Adv. Agency, Los Angeles.

CBC Commercials

COMMERCIAL broadcasting is still the smallest part of the fare given Canadian listeners through Canadian Broadcasting Corp. stations or network which includes a number of privately-owned stations. Stated Major Gladstone Murray, CBC general manager in Ottawa, recently: "A certain proportion of commercial programs is necessary in order to pay for the sustaining service; many are also valuable in the entertainment sense, and some culturally. In the month of November 1941, the CBC broadcast an average of 6½ hours of commercial programs daily as compared with 35¾ hours of sustaining programs. Some stations carry more and some less but the overall average of commercials was 16%, the maximum on any one station being 27.1%."

WCAE, Pittsburgh

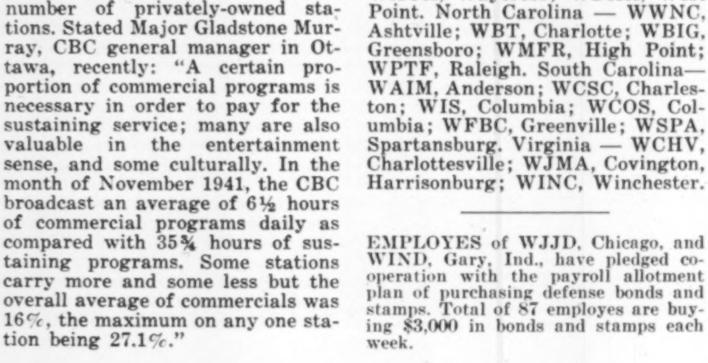
Yager Liniment Co., Baltimore, 6 *sa* weekly, thru Harvey-Massengale Co., Atlanta.
North American Accident Insurance Co., Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Fashion Frocks, New York, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Macfadden Publications, New York, 5 *sa* weekly, thru H. C. Morris & Co., N. Y.
Pacquins Inc., New York (cosmetics), 8 *sa* weekly, thru Wm. Esty & Co., N. Y.
Carnation Milk Co., Racine, Wis., 2 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Alkine Labs., New Brunswick, 5 *ta* weekly, thru Redfield-Johnstone, N. Y.
Marlin Firearms Co., New Haven, 3 *sa* weekly, thru Craven & Hedrick, N. Y.

Extensive Radio Drive For Columbia Baking Co.

BROADSIDE issued by Freitag Adv. Agency, Atlanta, describes the radio activities prepared by the agency for the 14 plants of Columbia Baking Co. for the first 26 weeks of 1942. Broadside reveals that the Columbia Baking Co. will institute a schedule of 5,330 programs over 31 stations in the 26 weeks over the following outlets:

Florida — WMFJ, Daytona Beach; WFTM, Ft. Meyers; WJAX, Jacksonville; WLAK, Lakeland; WIOD, Miami; WDBO, Orlando; WLOF, Orlando; WSUN, St. Petersburg; WTAL, Tallahassee; WDAE, Tampa. Georgia — WALB, Albany; WSB, Atlanta, WRBL, Columbus; WMAZ, Macon; WAYX, Waycross; WDAK, West Point. North Carolina — WWNC, Ashtville; WBT, Charlotte; WBIG, Greensboro; WMFR, High Point; WPTF, Raleigh. South Carolina— WAIM, Anderson; WCSC, Charleston; WIS, Columbia; WCOS, Columbia; WFBC, Greenville; WSPA, Spartansburg. Virginia — WCHV, Charlottesville; WJMA, Covington, Harrisonburg; WINC, Winchester.

EMPLOYES of WJJD, Chicago, and WIND, Gary, Ind., have pledged cooperation with the payroll allotment plan of purchasing defense bonds and stamps. Total of 87 employes are buying $3,000 in bonds and stamps each week.



"They cover Montana every day!"

Adv.

Associated Book
Coast Cage Serie

Record Coverage Provided i Winter Court Schedule

TIDE WATER Associated Oil Co., San Francisco, is broadcasting its most comprehensive schedule of intercollegiate basketball. Harold R. Deal, manager of advertising and sales promotion, stated that Associated has planned a wide-spread coverage of basketball in Idaho, Washington, Oregon and California.

A total of 104 games are on the company's sponsored broadcast schedule, representing games played by the Southern California, UCLA, California, Stanford, St. Mary's, Santa Clara, San Francisco, Oregon, Washington, Washington State, Gonzaga, Montana, Oregon State and Idaho

The regular playing season extends through March 7, following which the playoff series between the winner of the Northern and Southern Divisions will be broadcast.

Local Arrangements

Early season games in the Los Angeles area were covered by KRKD, Los Angeles, and KMTR, Los Angeles. Newly constructed KPAS, Pasadena, will broadcast the majority of the games from this section with Frank Bull doing the play-by-play.

In the San Francisco area KLX, Oakland, originates all broadcasts from Berkeley; KROW handles the San Francisco broadcasts and KSFO, San Francisco, carries all broadcasts from Palo Alto and San Jose. Sportscasters Doug Montell and Martil Hill handle these games.

A special Associated network has been created for the basketball season, involving KWJJ, Portland, Ore.; KRSC, Seattle; KRLC, Lewiston, Id., and KFIO, Spokane. Home games of Oregon at Eugene and Oregon State at Corvallis are broadcast by Hal Byers, with KWJJ originating. Home games of Washington at Seattle are described by Ted Bell, with KRSC as the originating station.

Home games of Washington State at Pullman originate at KFIO, Spokane, with Rod Klise at the mike. KFIO will also handle home games of Gonzaga in Spokane with the description by Roy Civille. From the home court of Idaho, at Moscow, Rod Klise describes on KRLC, Lewiston.

Armour Drops Two

ARMOUR & Co., Chicago, is dropping its two CBS network programs with the expiration of their present 13-week cycles. *Treet Time*, broadcast on 50 stations, Monday, Wednesday, Friday, 11-11:15 a.m. for Treet, ends Feb. 20. Wayne King and his Orchestra, on 35 stations, Saturday, 7:30-8 p.m. for Luxor products, goes off after the broadcast of Feb. 14. Lord & Thomas, Chicago, handles the advertising.

Text of Press Suit

(*Continued from page 12*)

of the Southern Newspaper Publishers Assn., vice-chairman of the Publishers National Radio Committee, and a member of the Radio Committee of the American Newspaper Publishers Assn. The Commission advised appellant by letter of July 10 that at the hearings to begin July 23 the Commission planned to receive testimony concerning the past and present relations between the radio industry and radio networks on the one hand, and the newspaper industry and press services on the other, with respect to the joint association of newspapers and radio stations.

And it was stated further that the Commission would inquire into the arrangements made in the past for broadcasting of news, the part played by radio stations associated with newspapers in that respect, the availability of newspaper reports for broadcasts, the collection of news for radio broadcasting, and other related matters coming within the scope of the topics set forth in the order.

Appellant referred the papers served on him, including the letter, to his counsel, who advised him that the subpoena was a nullity, inasmuch as it purported to command him to appear and testify in a proceeding not authorized by the Act. Subsequently in the hearing, the American Newspaper Publishers Assn. appeared specially and on the grounds just mentioned moved the Commission to terminate the proceeding. The motion was denied. Appellant did not appear as commanded, and on Aug. 2 the Commission filed in the District Court an application to require his appearance. An order to show cause issued, to which appellant filed his return and answer. A hearing was had, and the District Judge entered an order requiring appellant to appear before the Commission to testify concerning the matters to be investigated under Commission order No. 79.

On this appeal, appellant insists very earnestly that the sole question is whether the Commission has the power to consider or to adopt and apply a general policy or rule by which persons engaged in the newspaper publishing business or associated therewith may, by reason of that fact alone be differentiated as a class apart from all other persons for the purpose either of preference in the assignment of radio facilities or to disqualification from engaging in the radio broadcasting business.

The Commission, on the other hand, contends that its inquiry under order 79 is proper in connection with its licensing functions under Section 309(a) of the Act;[2] and would also be proper under Section 4(k), which directs the Commission to make annual reports to Congress as to additional legislation deemed by it to be necessary. But in its order Section 4(k) is not mentioned. Nor is the language or form of the order responsive to that section. We have, therefore, considered the question solely under the Commission's general powers and duties and to the exclusion of that section.

Both sides apparently are in agreement that the validity of the subpoena may be tested in the manner in which the question is presented here.

The rule most frequently invoked in challenging the powers of an administrative body to constitute itself an inquisitorial or visitorial body as to all matter direct and collateral within its general jurisdiction was stated by Mr. Justice Holmes in *Harriman v. Interstate Commerce Commission*, 211 U. S. 407. In that case the ICC had of its own motion undertaken an investigation in relation to carrier community of interests as tending to violate or to defeat the purposes of the Act. Mr. Harriman, an official of the Union Pacific, was called as a witness, and the case went to the Supreme Court as the result of his refusal to answer a question in relation to certain investments in the securities of competing carriers.

The Supreme Court sustained his position, holding in effect that, as the Act was drawn, an investigation by the ICC of its own motion must be ancillary to a lawful purpose embraced within the powers granted in the

TO THE NAVY goes Wilfred Guenther, general manager of WLWO, Cincinnati, Crosley international shortwave station. Putting aside his civilian clothes for the Navy blue, Mr. Guenther becomes Lieutenant, junior grade. He has been assigned to special duty. Lieut. Guenther recently returned from an assignment in the office of Col. William Donovan, Coordinator of Information. He has been manager of WLWO, for the last two years.

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[2] Sec. 309(a):

If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding . . .

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS

JOHN BLAIR
& COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO - NEW YORK - DETROIT - ST. LOUIS - SAN FRANCISCO - LOS ANGELES

SUCCESS

Bond Clothing Co. is now well in its third year as sponsor of our daily 7:45 a.m. United Press newscast. Their retail unit in St. Louis is the largest and most successful in its classification in the city: KWK news has proved an appropriate medium toward that end.

ST. LOUIS
KWK - MUTUAL

statute. Subsequently, Section 13 of the Commerce Act was amended to authorize investigations by the Commission on its own motion concerning any question which might arise under any of the provisions of the Act or relating to the enforcement of any provision of the Act, and in *Smith* v. *ICC*, 245 U. S. 33, the court sustained the power of the Commission to investigate the expenditure by railroads of money for political purposes.

In the Communications Act.[3] as in the amendment to the Interstate Commerce Act, full authority and power is given to the Commission with or without complaint to institute an inquiry concerning questions arising under the provisions of the Act or relating to its enforcement. This, we think, includes authority to obtain the information necessary to discharge its proper functions, which would embrace an investigation aimed at the prevention or disclosure of practices contrary to public interest. *Cf. Federal Trade Commission* v. *National Biscuit Co.*, 18 F. Supp. 667; *Fleming* v. *Montgomery Ward & Co.*, 114 F. 2d. 384, *cert. den'd.*, 311 U. S. 690.

If in this case it had been made to appear, as counsel for appellant insist, that the Commission's investigation was solely for the purpose of the consideration or adoption of a hard and fast rule or policy, as the result of which newspaper owners may be placed in a proscribed class and thus made ineligible to apply for or receive broadcast licenses, we should be obliged to declare that such an investigation would be wholly outside of and beyond any of the powers with which Congress has clothed the Commission. For we have previously held that there is nothing in the Act which either prevents or prejudices the right of a newspaper, as such, to apply for and receive a license to operate a radio broadcast station. *Tri-State Broadcasting Co.* v. *FCC*, 68 App. D. C. 292, 96 F. 2d. 564. Further consideration confirms that view.

The Communications Act requires no more of an applicant for a radio license than proof of citizenship, character, and financial and technical qualifications to operate in the public interest, Possessing these, the applicant's eligibility is unchallengeable, assuming there is an unused frequency free of interference with an established station.

This is the rule announced by the Supreme Court in the *Sanders* case.[4] But the determination of these qualifications is an administrative function which Congress has committed to the Commission, subject only to the requirement that in granting or refusing the license it shall act as the public convenience, interest, or necessity requires. This, however, as the Supreme Court remarked, is not a grant of unlimited power, but only the right to control the range of investigation in ascertaining what, within the compass of the Act, is proper to satisfy the requirements.[5]

It does not embrace and should not be extended by implication to embrace a ban on newspapers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chose to apply it. This, we think, would be in total contravention of that equality of right and opportunity which Congress has meticulously written into the Act, and likewise in contravention of that vital principle that whatever fetters a free press fetters ourselves.

In this view, we need not consider whether the power exists even in Congress, for Congress has not undertaken, and probably never will undertake, to delegate such power to the Commission. Hence it is that in the present state of the law a newspaper owner who is also the owner of a broadcast station may very well say to whoever challenges this dual right:

"Who art thou that judgest another man's servant. To his own master he standeth or falleth."

But in the view we take of this controversy, the Commission's independent right to carry on its proposed investigation is not foreclosed by anything we have said as to its lack of power to proscribe newspapers or, conversely, its power to place them in a preferred class. Nor is this right prejudiced by the fact—if it is a fact—that the Commission in inaugurating the investigation has misapprehended the limits of its powers. The Commission's right to grant licenses or to revoke licenses in the public interest, and likewise to make rules and regulations necessary to the carrying out of the provisions of the Act, implies the grant of all means necessary or appropriate to the discharge of the powers expressly granted.

In the case we have, the Commission in its supplementary order has specified the subjects about which it wishes to obtain information. These are: Whether the joint association of newspapers and broadcast stations tends to prejudice the free and fair presentation of public issues and information over the air; whether such association tends to restrict or distort the broadcasting of news or to limit the sources of news to the public; whether such association affects freedom of access to the radio forum for the discussion of public issues, or unduly limits access of newsgathering services, to the injury of the public.

From the other side of the picture, the Commission proposes to inquire whether association of newspapers and broadcast stations will result in utilization of improved facilities and experienced personnel in the procuring and dissemination of information, and whether such association may tend to insure greater economic stability and encourage maximum technological development, and finally, what considerations influence newspaper interests to acquire broadcast stations.

These subjects, except perhaps the last named, are clearly within the inherent powers of the Commission. Based on these considerations, and although the information is not for use in any pending proceeding or pending legislation, it was nevertheless within the administrative powers of the Commission to initiate the proposed investigation for the purpose of ascertaining the facts for its guidance in making reasonable and proper public rules, for application to existing stations, and in the consideration of future requests.

In saying this we do not mean to hold or to suggest that the Commission is authorized to require appellant or other witnesses whom it may summon to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. *cf. Federal Trade Com.* v. *American Tobacco Co.*, 264 U. S. 298, but only that the Commission may, without interference, seek through an investigation of its own making information properly applicable to the legislative standards set up in the Act. We should not assume that the investigation will be conducted for any other purpose or in disregard of the constitutional limits which govern such procedure. *Fed. Radio Com.* v. *Nelson Bros. Co.*, 289 U.S. 266, 276. *Cf. Guthrie* v. *Harkness*, 199 U. S. 148.

The order of the court below is accordingly affirmed.

EDGERTON, J.: Since the Commission does not appear to have forbidden common control of newspapers and broadcast stations, or to have found that such control is contrary to the public interest, or to have initiated an investigation with a view to such a finding, we need not determine whether it should or could do those things. I express no opinion on that question. I think we should wait until it arises and the interested parties, including the Commission, are heard upon it. In other respects, I concur in the opinion of the court.

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[3] Sec. 403:
The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act.

[4] *Federal Communications Comm.* v. *Sanders Radio Station*, 309 U. S. 470.

[5] *Fed. Radio Com.* v. *Nelson Bros. Co.*, 289 U. S. 266, 285.

Navy Series

RADIO writers and actors are volunteering their services for a series of Navy programs on WMCA, New York, in cooperation with the Third Naval District. Titled *It's the Navy*, the series is heard Fridays, 8:05-8:30 p.m.

WRVA COVERS
NORFOLK AND COVERS
RICHMOND, VIRGINIA
WITH 50,000 WATTS
BOTH DAY AND NIGHT
COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

WBNX NEW YORK

THE MOST INTIMATE
AND EFFECTIVE SALES
APPROACH TO AMERICA'S
LARGEST MARKET.

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Radio Advertisers

STERLING INSURANCE Co., Chicago (sickness and accident insurance), has purchased on WJJD, Chicago, one weekly half-hour program *Church on the Hillside*, also 39 quarter-hour periods and six five-minute periods a week of live hillbilly music, transcribed popular music and news. Account was placed by Neal Adv. Agency, Chicago.

KELLOGG Co. of Canada, London, Ont. (cornflakes), starts on Feb. 16 a weekly half-hour transcription *The Green Hornet* on VONF, St. John's, Newfoundland. Account was placed by J. Walter Thompson Co., Toronto.

CATELLI FOOD PRODUCTS, Montreal (Creamo), started Feb. 1 *Creamo Dollar-a-Minute* quarter-hour studio program twice-weekly on CKY, Winnipeg; CFRN, Edmonton; weekly on CKCK, Regina; CFCN, Calgary; CJOR, Vancouver; CFQC, Saskatoon; CKPR, Fort William, Ont. Account was placed by E. W. Reynolds & Co., Toronto.

CANADIAN COOPERATIVE Wool Growers, Toronto, have started a spot announcement campaign on a number of Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.

VITA-PEP PRODUCTS, Los Angeles (dog food), in a test campaign to promote a new product, Vitralis, is using twice-weekly participation in *Eddie Albright*, on KHJ, Hollywood. Contract is for 13 weeks ending April 16. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

CUSHMAN MOTORS Co., Los Angeles (motor scooters), new to radio, in a test campaign ending in mid-March, currently is using daily participation in *Rise & Shine* on KHJ, Hollywood. If test is successful, firm will extent compaign to other Southern California stations. Advertising Arts Agency, Los Angeles, has the account.

WILMINGTON TRANSPORTATION Co., Santa Catalina Island, Cal., continuing its fall and winter advertising campaign to promote tourist trade, currently is using from 10 to 15 announcements weekly on KNX KFOX KGER KFXM KVOE KFAC KMPC KMTR and XELO, Tia Juana, Mex. Agency is Arthur Meyerhoff & Co., Los Angeles.

GENERAL FOODS Corp., New York, on Jan. 24 started a special Jewish program on WEVD, New York, on behalf of its Diamond Crystal Kosher Salt. Titled *Songs of the Synagogue*, the weekly quarter-hour series will feature liturgic music sung by noted Jewish cantors and a male chorus, conducted and arranged by Oscar Julius. Agency is Benton & Bowles, New York.

O'KEEFE'S BEVERAGES Ltd., Toronto (gingerale), on Feb. 1 started an evening half-hour studio show *OK Democracy*, dedicated to Canada's war effort, on CFRB, Toronto. It is expected the program may be expanded into a network show. Account is placed by A. McKim Ltd., Toronto.

NUTRALITE SALES Corp., Los Angeles (vitamin compound), having completed a test campaign on local stations is planning extensive use of Southern California radio. Allied Adv. Agencies, Los Angeles, has the account. Howard Esary is account executive.

J. A. FOLGER & Co., San Francisco (coffee), recently started *Today's Best Buys*, quarter-hour program weekly on KSFO, San Francisco. Agency is Raymond R. Morgan Co., Hollywood.

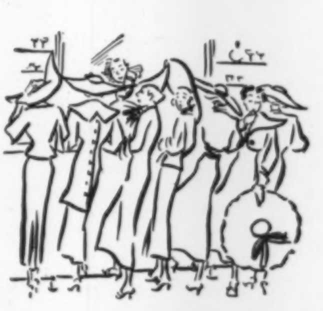
NOBLE EFFORTS of male staff members of KILO, Grand Forks, N. D., at beard raising for Junior Chamber of Commerce annual Winter Carnival promotion ended with a shearing session conducted by Bill Walker (left) promotion director, and George Chance, salesman, on chief engineer Harvey Kees (under the lather).

Oglivie Leaves BBC

RESIGNATION of Frederick Wolff Oglivie, director general of the British Broadcasting Corp. since 1938, was announced Jan. 25. BBC stated that the resignation was accepted in the move to facilitate the reorganization of the corporation in the face of existing conditions. Duties of Mr. Oglivie will be undertaken by Sir Cecil George Craves, former deputy director general, and Robert Foot for the duration of the war.

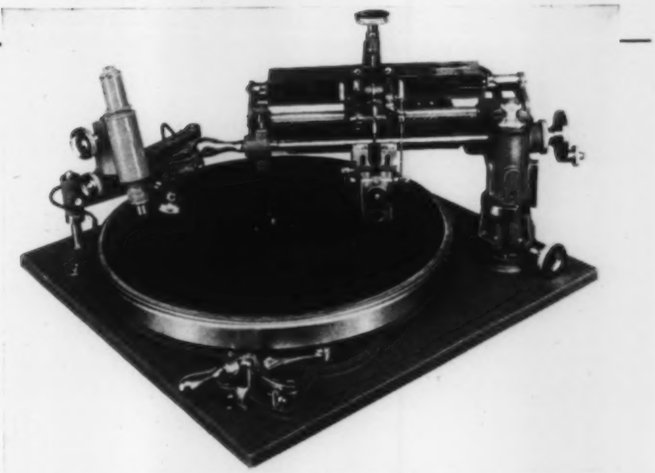
Ohio Oil Series

OHIO OIL Co., Cincinnati (petroleum products) on Mar. 15 will start a weekly half-hour news roundup and symposium titled *Views on the News*, on a split network of seven NBC-Red stations, Sundays at 3:30-4 p.m. Program will originate from WLW, Cincinnati, and will be handled by four of that station's news analysts, Peter Grant, Gregor Ziemar, Carroll Alcott, William H. Hessler. The 39-week contract was placed by Stockton, West, Burkhart, Cincinnati.



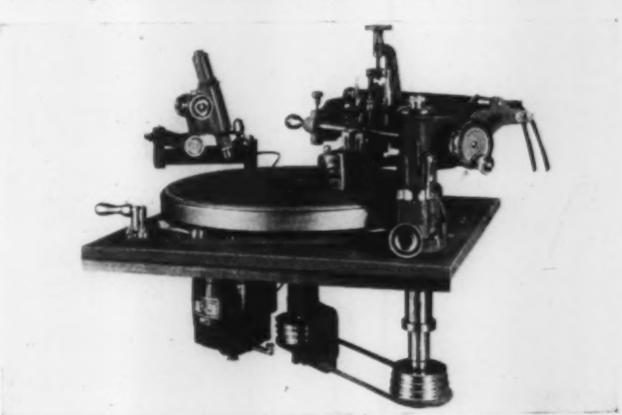
"John keeps WFDF Flint Michigan turned up so loud, I can't hear a word the neighbors are saying."

TWO VALUABLE *NEW* FEATURES HAVE BEEN ADDED TO THIS PRESTO RECORDER!



Here is a more versatile recording turntable, a recorder with variable cutting pitch, one that can be quickly adjusted for discs of varying thickness, a machine that will operate "faster" in busy control rooms. It's the new Presto 8-C recorder with . . .

INDEPENDENT OVERHEAD CUTTING MECHANISM: The cutting mechanism of the 8-C is rigidly supported at one end by a heavy mounting post 2¼" in diameter. The other end is free of the table so that the alignment is independent of the disc thickness. A thumbscrew above the cutting head carriage adjusts the angle of the cutting needle *while cutting* for any direct playback or master disc from .030" to ¼" in thickness. The cutting mechanism swings clear of the table for quick change of discs.



VARIABLE CUTTING PITCH: The buttress thread feed screw is driven by a belt and two step pulleys beneath the table giving accurate cutting pitch adjustments of 96, 112, 120, 128 or 136 lines an inch. Changing the cutting pitch is a matter of seconds. A hand crank and ratchet on the feed screw spirals starting and runout grooves up to ¼" apart.

Other specifications are identical with the well-known Presto 8-N recording turntable described in our complete catalog. Copy on request. Cabinets are available for mounting single or dual turntable installations. If you are planning to improve your recording facilities write today for price quotations and detailed specifications.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Merchandising & Promotion

Teaser Buttons—Boston Buttons—Money for Songs—New Maps—Funds for Uncle Sam

TO PROMOTE the *Go Get It* program, which Krueger Brewing Co. starts sponsoring on WOR, New York, Feb. 4, the company has given teaser buttons with the title of the show on them to all members of the Krueger plant in Newark with postcards plugging the show for employes to mail to their friends.

Compton Adv., New York, agency for the account, is putting out a pictorial brochure on the show for distribution to salesmen and distributors. Miniatures of the brochure are being given to retailers. During the past few weeks special gags have been introduced into the script of each Wednesday night show announcing the approach of a sponsor as if it were the object of a Go-Getter's hunt.

* * *

News About News

KTSA, San Antonio, has printed in calendar form a complete news schedule of the station. The reverse of the schedule gives distances of warfare locales and the bombing routes to these places from the United States and its bases. A time schedule is also included, giving time differences in various parts of the globe compared to 12 noon in San Antonio.

* * *

New AP Maps

FOR REFERENCE use by radio editors and commentators, Press Assn. is distributing its new master map for radio, comprising 11 news maps prepared by Associated Press with additional material and statistics relative to the war activities in each area.

$1,000 for Songs

WGN, Chicago, is offering $1,000 in prizes to find out which song, from which operetta, its listeners would like best to hear Marion Claire sing. Winning letters, needing no boxtops or labels but only the names of song and operetta and explanations of 50 words or less, will be awarded $300 for first prize, $150 for second, $100 for third, $75 for fourth and $5 each for the 75 next-best. Letters will be used in planning future Saturday night broadcasts of *Chicago Theatre of the Air* on MBS, on which Miss Claire has already been heard in many popular operettas.

* * *

Preferred Time

WDRC, Hartford, has just printed a special, four-page circular calling attention to its 6 to 9 a.m. daily schedule, now highly-productive in a national defense territory. The circular says more than 200,000 industrial workers in the WDRC area get up between 6 and 7 a.m., making that hour "preferred radio time".

* * *

Defense Manual

WBIG, Greensboro, N. C., has issued a 15-page pocket-size booklet, *Manual For Civilian Defense*, which gives blackout instructions, first aid treatment and other data.

Flashes on Board

AIR CORPS men form a large part of news listeners of WCBI, Columbus, Miss., which has installed billboards in the Gilmer Hotel, Columbus, for the benefit of guests, visitors and men in service. Associated Press news flashes are taken from the teletype and pasted to the board several times during the day. WCBI offers 15 news programs each day, including three shortwave rebroadcasts from London, featuring BBC news.

* * *

Drug Store Project

JOINING the National Assn. of Retail Druggists in cooperation with wholesale and retail drug dealers of the Chicago area, WMAQ, Chicago, on Feb. 1, starts a series of twice-daily announcements urging increased patronage of drug stores. First two weeks promotion stresses Valentine Day items, to be followed by two weeks of plugs dealing with smokers' articles.

* * *

Portland Pledges

AIDING in the kickoff for the new defense savings pledge campaign started by the Treasury, Oregon stations on Jan. 19 cooperated in a special statewide hookup to carry a 30-minute program promoting bond sales. Featuring local and State personages, the program also included an original radio drama, *The Knock on Your Door*, enacted by talent from KGW-KEX and KOIN-KALE, Portland.

* * *

Soft Drink Plugging

PROMOTION of Dr. Pepper's new program, *10-2-4 Ranch*, was undertaken by WROK, Rockford, Ill., with the distribution of 900 placards to dealers, signs for all Dr. Pepper trucks, promotional announcements, extensive newspaper publicity and a meeting of Dr. Pepper salesmen.

* * *

Boston Buttons

WMEX, Boston, has started distributing Buy Defense Bonds buttons with the inside of the button inscribed "This button distributed by WMEX".

THREE STATIONS of Rochester, N. Y., recently pooled their talent and facilities to aid the Red Cross War Relief drive. Managers Gunnar WIIG, WHEC, Bill Fay, WHAM, and Mort Nusbaum, WSAY, are shown as they took time out for a Dagwood sandwich between acts.

New Educational Station In Buffalo Is Authorized

NEW NON-COMMERCIAL educational broadcast station in Buffalo was authorized last Tuesday by the FCC which issued a construction permit to the Board of Education, City of Buffalo. Operation with 1,000 watts and special emission for frequency modulation is specified on 42,900 kc.

The permittee has stipulated to the FCC that an array of educational programs will be broadcast for the Buffalo school system of 13 high schools and 80 grammar schools with an attendance exceeding 75,000 pupils. In addition general educational and patriotic programs will be prepared for the general public. Station will be located in the Seneca Vocation High School, where at present the noncommercial standard broadcast station of the school, WSVS, is operating.

Nescafe on Coast

A TEST CAMPAIGN on the *Breakfast Club* of KFRC, San Francisco, has proved so successful that Nestles Milk Products Co., New York, on behalf of its instant coffee, Nescafe, on Feb. 3 will extend its participation on the *Breakfast Club* to six Don Lee stations, KFRC KHJ KGA KALE KMO KOL. Agency is Leon Livingston Adv., San Francisco

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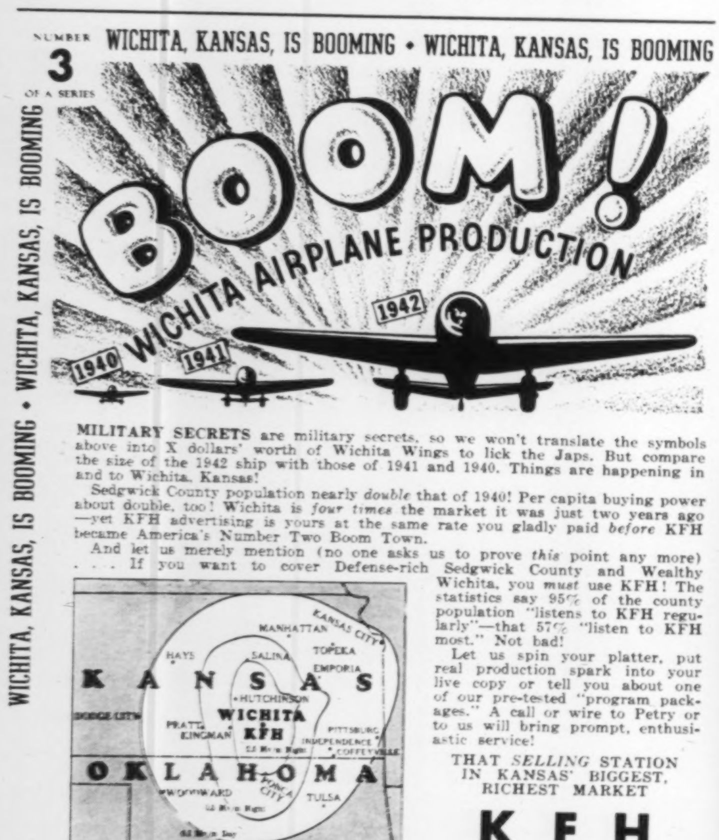
KPRO, Riverside, Cal., has installed complete dual turntable portable Presto recording equipment. Station is also using two Presto 63-A type transcription tables equipped with Western Electric 9-A pickups.



NUMBER 3 OF A SERIES WICHITA, KANSAS, IS BOOMING • WICHITA, KANSAS, IS BOOMING

WICHITA, KANSAS, IS BOOMING • WICHITA, KANSAS, IS BOOMING

MILITARY SECRETS are military secrets, so we won't translate the symbols above into X dollars' worth of Wichita Wings to lick the Japs. But compare the size of the 1942 ship with those of 1941 and 1940. Things are happening in and to Wichita, Kansas!

Sedgwick County population nearly *double* that of 1940! Per capita buying power about double, too! Wichita is *four times* the market it was just two years ago—yet KFH advertising is yours at the same rate you gladly paid *before* KFH became America's Number Two Boom Town.

And let us merely mention (no one asks us to prove *this* point any more) . . . If you want to cover Defense-rich Sedgwick County and Wealthy Wichita, you *must* use KFH! The statistics say 95% of the county population "listens to KFH regularly"—that 57% "listen to KFH most." Not bad!

Let us spin your platter, put real production spark into your live copy or tell you about one of our pre-tested "program packages." A call or wire to Petry or to us will bring prompt, enthusiastic service!

THAT *SELLING* STATION
IN KANSAS' BIGGEST,
RICHEST MARKET

KFH
WICHITA

CBS • 5000 WATTS DAY AND NIGHT • CALL ANY EDWARD PETRY OFFICE

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales – Representatives

Studio Notes

DEFENSE contributions which American women can make at home and in clubs are discussed by prominent women war workers on *Women in Defense*, thrice-weekly 10-minute program started on WGN, Chicago, Jan. 26. Remote pickups from Army and Navy camps, service centers and other locations where women are engaged in war work are included.

KLZ, Denver, received a certificate from the Denver Junior Chamber of Commerce for services rendered on behalf of civic and social advancement in the community.

U OF KENTUCKY, operating WBKY, Beattyville, Ky., has issued copies of the program schedule covering the first six months of 1942. Programs place strong emphasis on morale, Western Hemisphere appreciation and educational phases aimed to assist in the war effort.

WIOD, Miami, is now running a popularity contest between Roy Acuff and Gene Autry, cowboy movie stars, conducted by Layman Cameron on his 5:54 a.m. *Sunrise Roundup*. Represented in mail received were 67 Florida counties, 21 of the 48 states, Cuba, Bahamas and British West Indies.

WMCA, New York, in cooperation with the Third Naval District, has started *It's The Navy*. Initial program, Jan. 23, included Harry Hershfield as m.c. and Joe Rines orchestra with Felix Knight and Larry Adler as soloists. Written by Gene Wang, radio writer, and directed by Milton Brown, the broadcast also offered a brief message by Capt. Paul B. Blackburn, chief of the Naval Reserve in the Third Naval District. Other writers and talent have offered their services for the series.

WMFF, Plattsburg, N. Y., has started a bond buying plan with each employe setting aside a weekly sum to purchase defense stamps. Stamps are then turned into bonds. In addition to the payroll plan, members of the staff have organized a weekly raffle with the prizes given in defense stamps.

WFCI, Pawtucket, R. I., on Jan. 20 carried a special program dedicating the new broadcasting studio established by the Radio Club of East Senior High School, Pawtucket, R. I. Weekly WCFI broadcasts, featuring student members of the Pawtucket senior and junior high school radio clubs, will originate in the new studios

WBTM, Danville, Va., has accounted for sales of $40,000 in Defense Bonds and Stamps through its Little Treasury House, which the station has presented to the city.

KDYL, Salt Lake City, has started a series of half-hour shows, *All Out For Victory*, designed to promote sales of Defense Savings Bonds, sponsored by industrial and mining concerns of Utah. Sponsor of first group of shows was the Eimco Corp., iron and metal, Salt Lake City. Show is presented from the theatre of Ft. Douglas, Utah, and includes brief interviews with selectees; music and entertainment by Ed Stoker and the KDYL staff orchestra; a contest with a Defense Bond going to the writer of the best letter on "Every American Should Go All Out for Victory and Keep on Buying Defense Savings Bonds".

OREGON stations united last week for a special half-hour program signalling the start of Oregon's Pledge Defense Savings Week. Presented from the studios of KOIN-KALE, Portland, messages from Secretary of Treasury Morgantheau, Gov. Charles Sprague and an Oregon resident who went through the attack of Pearl Harbor were presented. KOIN later repeated the show by transcription.

WTAG, Worcester, cooperating with the Massachusetts Committee of Public Safety, is broadcasting a series of talks on air raid precaution measures.

WKRC, Cincinnati, on Jan. 28 broadcast *Quiz Bowl*, from a sports dinner held at Cuvier Press Club. Special guest, with board of experts, was J. G. Taylor Spinks, publisher of *Sporting News*, who came from St. Louis to present Hulbert Taft Jr., WKRC general manager with a special trophy for the station "which during the past year has done most to promote baseball". Present at the dinner were prominent sports figures. Regular broadcast board includes Dick Nesbitt, former Chicago Bears football star and now WKRC sportscaster; Dan Tehan, Big Ten and professional football official, and Charles (Irish) O'Connor, Cincinnati *Times-Star* sports writer. *Quiz Bowl* is heard each Wednesday and is sponsored by Congress Cigar Co., for La Palina cigars.

WPEN, Philadelphia, has reported that its employes are buying more than $2,000 worth of defense bonds weekly. They participate in a Defense-Bond-a-Week campaign developed by Manager Arthur Simon.

WLS, Chicago, has started weekly half-hour musical program *Meet Your Navy*, originating from Great Lakes Naval Training Station, Ill., and featuring a 200-voice choir of apprentice seamen; an orchestra led by Lieut. Al Kvale; banjoist Eddie Peabody, now a Lieutenant-Commander, and formerly of the WLS *National Barn Dance*, and other radio talent now in the Navy service at Great Lakes. Planned as a local WLS show, it became a regular Tuesday evening Blue network program on Jan. 20, after the second week on the air.

WCMI, Ashland, Ky., reports that its staff has agreed to donate 57% of the December bonus to purchase Defense Bonds and Stamps. In addition, employes in both the Ashland and Ironton, O., studios will make regular weekly purchases.

WAGA, Atlanta affiliate of the Blue Network, on April 1 will increase its evening hour rate from $140 to $200 when the station begins operations on 5,000 watts day and night power on 590 kc.

TAKING advantage of an estimated potential audience of several hundred thousand created by Southern California workers reversing their day and night routines because of war work, KNX, CBS affiliate in Los Angeles, has started an all-night program 1-5 a.m. for workers and their families.

TO SETTLE debate on controversial pronunciations in newscasts a blackboard system, instituted by Clive Davis of WTAG, Worcester, has been set up with a listing of words daily. Vote is then taken among announcers after reference to authentic information sources.

WOWO-WGL, Fort Wayne, Ind., have expanded their defense and victory programs. Included will be civilian defense instructions, morale promotion, Army enlistment campaigns and defense bond sale stimulation. *Nation at War II*, 5:30-5:45 p.m. on WOWO, is devoted to news on civilian defense, conservation of needed materials, sales and bond sales, conducted by Luther Brand. Transcriptions, 10:30-10:45 p.m., Monday thru Friday on WOWO, promote bond sales and enlistments, with transcribed episodes of *You Can't Do Business with Hitler*, from the Douglas Miller book. At 6-6:15 p.m. Monday, Wednesday and Friday, WGL presents *Fort Wayne vs. the Axis*, featuring local speakers.

WBAL, Baltimore, and the other Baltimore stations have cleared 7:55-8 a.m. and 6:15-6:20 p.m. for simultaneous Civilian Defense news bulletins. Hochschild, Kohn & Co., Baltimore department store, has given the last five minutes of its news period on WBAL to the defense news each morning.

Phone Greeting

"KEEP 'em flying!" is the salutation of Ross H. Merritt of the radio department of Henri, Hurst & McDonald, Chicago, upon answering the telephone. Ross, slated to join the Army Air Corps soon, contends that his new answer in time can be just as fluent as the conventional "hello".

WITH A FORMAT similar to that used two years ago, *The Answer Man*, thrice-weekly quarter-hour program which answers questions sent in by listeners, has returned to WOR, New York, with Mark Goodsin as the "voice". Answers are supplied by the program's originator, Albert Mitchell, who conducts a similar series on a midwest regional group of Mutual stations.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

SHOPPER'S SPECIAL

Now in its 11th successful year on WDRC, the Shopper's Special is our most popular participating program. Available for 125-word announcements, 1-minute transcriptions, or blocks of time in 5, 10 and 15 minutes. Write WDRC, Hartford, Basic CBS for Connecticut.

CBS

Many are the ways for a maid to win a man! But there's only one way to win the whole rich Roanoke-Southwest Virginia market. That's with WDBJ—the only station that can be heard satisfactorily at all times throughout the entire territory. Twenty-seven primary counties—798,000 people—25.7% of Virginia's retail sales! It's a "buy" any way you look at it—want it?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C.

5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.

Exclusive National Representatives

NEWS devoted entirely to unrestricted information from letters or similar sources about boys in the armed service comprises *Victory News*, heard every Sunday over KFBI, Wichita, Kan. The 15-minute feature has a tieup with local newspapers which feature the program and urge readers to send in information. In turn the station urges listeners to send news to the papers.

* * *

Whence Names?

GENEOLOGY of family names is given by Frank Nicholson during the new KFRC, San Francisco *What's Your Name?* released thrice-weekly. Each program presents interesting highlights in the history and derivation of surnames. Listeners may write in for more complete history, family coat of arms, etc.

No. 2 of a Series

NOVA SCOTIA

NOVA SCOTIA

Nearest To

World Markets

NOVA SCOTIA, through its capital and main port Halifax, is actually NEAREST of all Atlantic areas to the leading markets of the world. This strategic position cuts haulage costs on imported raw materials—as likewise on fabricated exports through Nova Scotia's many sheltered, ice-free harbours.

Richly endowed with natural resources, Nova Scotia can also claim a greater diversity of raw materials than any other district of similar size on the continent. These include the products of fine fruit and farm lands, immense soft and hardwood forests, extensive deep-sea fisheries, huge coal deposits, and a wide variety of other minerals.

It is our hope that Industry will further explore these advantages and these resources, and investigate the opportunities in Nova Scotia.

CHNS

HALIFAX, NOVA SCOTIA,

CANADA

U.S.A. Rep. - Jos. Weed & Co. - New York

Purely PROGRAMS

Theatre's Production

SERIES of five-minute programs, *People in Defense*, transcribed in the studios of WCSC, Charleston, S. C., by the Dock Street Theatre staff, has received national recognition from the OEM in Washington. Subjects covered in recordings include first aid, salvage, nutrition, and volunteer police duty. Bernard C. Schoenfield, chief of the radio section, OEM, has written the Dock Street Theatre requesting scripts of the plays, and Heyward Mahon, director of the South Carolina Council for Civilian Defense, has also made a request for scripts for use in other cities. *People in Defense* is written by Philip Clark, dramatist and short story writer.

* * *

Ikes and Mikes

RECIPROCAL exchange between a television and regular broadcast station has been worked out by WDAS, Philadelphia, and WPTZ, Philco's video station in the same city. Regular WDAS cowboy feature, Pop Johnson's *Roundup*, is arranged before the cameras and microphones, enabling the seeing audience to witness the radio aspect and the radio audience to hear the descriptions of the television setups.

* * *

Alamogordo Color

TO ACQUAINT people of the Southwest with the colorful history and background of Alamogordo, a program of variety, drama and narration, *Alamogordo Calvacade*, has been started by KROD, El Paso. Series, which dealt with the life of Cabeza de Vaca in the opening show and which will include sketches on Billy the Kid and Geronimo, is sponsored by the merchants of the Texas City.

Songs for Soldiers

SERVICE MEN will hear their favorite songs—and what's more, receive a recording of them just as broadcast—on the series of Tuesday evening programs on CBS starting Jan. 27. Titled *Wherever You Are*, the programs will feature Gwen Davies singing numbers requested by some member of the armed forces selected for giving the most interesting reasons for wanting to hear certain selections. Transcriptions are made of the program and sent to the man whose requests are filled.

* * *

Rumor Problems

THE CONFUSING questions of propaganda, censorship, rumor and other devices launched through enemy sources, and the problems of erecting psychological ramparts at home to combat them will be discussed on a weekly series of five forums on WQXR, New York, with Edward L. Bernays, counsel on public relations, as chairman.

* * *

Victory Forum

WBAL, Baltimore, presents *Victory Forum* each Sunday dramatizing activities of the air raid filter center, defense industries, salvage work and other civilian defense work. A 13-piece orchestra is heard on the show which in addition to the dramatizations includes interviews and the Free State Four, a male quartet.

* * *

Volunteers to Appear

FROM ARMY recruiting headquarters in Chicago, announcers of WLS, Chicago, will interview volunteers as they are accepted, in a weekly quarter-hour program produced in cooperation with Army recruiting officers, starting Feb. 6.

* * *

Soldiers' Silver

ANY MAN in uniform may compete in *Silver for Soldiers*, new amateur talent show originated at Fort Bliss by KROD, El Paso. The best soldier talent wins $20 in silver each week. Nine local firms sponsor the show and awards.

* * *

Kidcasts

NEWSCASTS designed for youthful listeners is *Youth Views the News* on KOAC, Corvallis, Ore. Programs bring current news to school children in terms that they readily comprehend.

* * *

Fight for Freedom

DRAMATIC series, *John Freedom*, based on an American's fight to keep his freedom, is released weekly on KPO, San Francisco, written by Forrest Barnes.

CHIEF ANNOUNCER Holly Wright (left) and special events chief Gil Hodges of WTAG, Worcester, test equipment developed in one of Worcester's big industrial plants for use against incendiaries. Use of foglike spray shown pouring from the nozzle were explained on the duo's weekly program *Inside of Industry* over WTAG.

Florida Stations Granted Transfers in Ownership

CONTROL of the new WWPG, Lake Worth, Florida, which just recently went on the air, was acquired by Charles E. Davis, already president and 48% stockholder, when the FCC granted consent to a deal whereby R. S. Erskine, local realtor and banker, disposed of 40 shares of his stock in WWPG to Mr. Davis. Consideration involved was reported by the FCC to be $4,000 and gives Mr. Davis a 64% controlling interest. Mr. Davis was elected last year as city commissioner of Lake Worth.

The Commission at the same meeting approved the application of Laura O'Brien, widow and executrix of the estate of the late J. J. O'Brien, New York sportsman and broker, to transfer 66 2/3% of the station stock. Recipients under the terms of Mr. O'Brien's will are his two stepsons, sons of his widow—Louis Marshall Hemingway, of Standard Brands Co. and John Hylan Hemingway, of Riter & Co., Wall Street firm. Deal involves no money. The other 33 1/3% in WJNO is held by John R. Beacham, West Palm Beach attorney.

Hersholt Award

RADIO WRITING AWARD, to be known as "The Dr. Christian Award", was announced last week by Jean Hersholt, movie and radio star, who stated that the presentation may become an annual event. Under its terms, the author of the outstanding radio script submitted between Feb. 1 and May 1, 1942, will be awarded $2,000 and the script will be played early in June on the *Dr. Christian* program broadcast on CBS under sponsorship of Chesebrough Mfg. Co., New York, with Mr. Hersholt in the title role.

FOLLOWING the example of the United States, the Government of Mexico has closed down all amateur transmitting stations. It has also ordered private experimental stations to quit the air.

HENRY HOLT AND COMPANY·HENRY HOLT AND

Plays that made
radio history—
now in book form

THIRTEEN
BY CORWIN

Radio plays by
NORMAN CORWIN

THE best that Corwin has written—to enjoy, to study, to produce. CARL VAN DOREN says: "The richest contribution yet to the newest form of literature. Corwin is to American radio what Marlowe was to the Elizabethan stage."

$2.75, wherever books are sold.

Henry Holt & Company, New York

HENRY HOLT AND COMPANY·HENRY HOLT AND

WCSC

Serving
Coastal Carolina

1000-500 Watts • CBS
CHARLESTON, S. C.

Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

PLENTY OF COACHING was available for the first call on *Telephone Tune Time* when it was inaugurated on KDAL, Duluth, last week for the Manchester Baking Co. The sponsor sends cash to every party called who can identify the tune being played and doubles the amount if the party has the product in the house. Standing by, ready to join in on the conversation, are (l to r), Ed Cahn of George Hartman Co., Chicago agency; A. M. Dargan, district manager for Manchester, and KDAL Sales Manager Odin Ramsland. At mike and phone is Announcer Ellis Harris. In its first week the show started a run on the local distributor.

Chicago School Group Picks Contest Committee

SCHOOL Broadcast Conference of Chicago has named Maj. Harold W. Kent of the War Department to head the nine-member committee of judges for the recently-announced KIRO Educational Radio Awards, sponsored mutually by the Seattle station and the school radio organization.

The balance of the committee includes Lyman Bryson, of Columbia U and the CBS *People's Platform*; George Jennings, program director of the School Broadcast Conference; Sterling Fisher, NBC education official; Saul Haas, KIRO vice-president; Dr. I. Keith Tyler, head of school broadcast research, Ohio State U; Dr. Alpheus Smith, Columbia U; Parker Wheatley, director of radio, Northwestern U; Hazel Kenyon, KIRO director of education. Prizes of $150; $100; five $50; and honorable mention citations will be given for the best 100-word statement completing "If I had a radio station, one of the first things I would do . . ."

Kennedy Commended

KEN KENNEDY, program director of WDAY, Fargo, N. D., on Jan. 23 was named the outstanding young man of Fargo for 1941 and has been awarded the U. S. Junior Chamber of Commerce distinguished service award for the year. The selection committee cited his work in connection with the Jack Frost Winter Carnival, Red Cross Campaign, the WDAY-*Fargo Forum* Christmas Basket Fund campaign, local and state junior C. of C. activities, and several civic and service projects.

New BMI Members

MOST RECENT stations to become members of Broadcast Music Inc. were reported last week as KFRE, Fresno; WOSH, Oshkosh; WHDH, Boston; KLO, Ogden, Utah; KEYS, Corpus Christi, Tex.; KPAS Pasadena; WNBI, New York; WRCA, New York; WNBT, New York; WAYS, Charlotte, and WMSD Muscle Shoals City, Ala.

Coast Camp Talent

HOLLYWOOD Victory Committee for Stage, Screen and Radio has officially been designated the organization through which all requests must be made for talent to entertain troops at Army camps and stations in the Pacific Coast area, according to an order issued by Lieutenant General J. L. De-Witt, Commanding General of the Fourth Army and Western Defense Command. In the past confusion has resulted because numerous officers, many with Hollywood connections, made individual requests of talent and studios, both film and radio, with competition between various camps on names and type of entertainment.

AFRA Negotiations

VIC CONNORS, field representative for the American Federation of Radio Artists, has about completed negotiations with WLW, Cinnati, for a renewal of its AFRA contract and has also held conversations with WCKY, that city, which does not at this time have an AFRA contract. Another field man, Hy Faine, is in Charlotte, N. C., conducting negotiations.

Where But

WSYR

SYRACUSE

can you get the "PERFECT COMBINATION?"

5000 Watts at 570 Kc.

Award Nominees Named

AWARD Committee of the Radio Executives Club of New York has mailed ballots to members listing the committee's nominations for the Club award, to be made to "the person, persons or organization who, by their contribution, have distinguished the American system of broadcasting during the past year." Nominees include Maj. E. H. Armstrong, for his invention of frequency modulation; Paul White, CBS; A. A. Schechter, NBC, and Adolph Opfinger, MBS, jointly, for the foreign news coverage of all networks last year; and the producers of the following programs: *America's Town Meeting of the Air, U of Chicago Round Table, Information Please, Ford Sunday Evening Hour, American Forum of the Air, Vox Pop, Peoples Platform* and *Cavalcade of America.* Voting closes March 5.

Easter Campaign

ANNUAL Easter campaign for Chick-Chick and Presto Easter Egg dyes will run from March 30 to April 4 this year, it was announced last week by Fred Fear & Co., Brooklyn, using 34 stations, call letters of which were announced in the Oct. 27 issue of BROADCASTING. The campaign includes 100-word announcements and participation in women's programs. Agency is Menken Adv., New York.

FREITAG'S UTOPIA
WAYS Gets Debut Account —And Some Dreams—

BEST wishes for a broadcasters utopia that, of course, will never materialize are summed up in a letter from J. V. Freitag, Freitag Adv. Agency, Atlanta, to Beverly T. Whitmire, manager and part owner of the new WAYS, Charlotte. Along with an order for a quarter-hour show in the inaugural program, Mr. Freitag observed:

"I sincerely hope that WAYS will be launched safely down the ways and that it will have plenty of occasions to toot its small whistle to the tune of profits and progress, and that the skipper, with a steady eye on the horizon and a steady paw on the helm wll steer the old bus through turbulent tides and that it will soon arrive at the radio man's Shangri La where cancellation orders are unknown, where there are no union troubles, where the customers furnish their own liquor and women—well, I might as well wake up because I've got other work to do."

New Production Firm

ROCKHILL RADIO PRODUCTION Inc., organization to produce scripts, packaged programs both live or transcribed, has been established at 666 Fifth Ave., New York, by Joseph Tenenbaum, formerly of Kermit-Raymond, New York production firm. Telephone is Plaza 3-8453.

In CANADA — It's the 'All-Canada' Stations

B.C.
ALTA.
SASK
MAN.
Lasso the Western Markets with 'ALL-CANADA' Stations

In the Canadian West, every one of the 'All-Canada' stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the 'All-Canada' stations to carry your advertising to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.

THE ALL-CANADA 'WESTERN GROUP'

British Columbia	
Trail	CJAT
Kelowna	CKOV
Vancouver	CKWX
Kamloops	CFJC
Victoria	CJVI
Alberta	
Calgary	CFAC
Edmonton	CJCA
Grande Prairie	CFGP
Lethbridge	CJOC
Saskatchewan	
Moose Jaw	CHAB
Prince Albert	CKBI
Regina	CKCX
Manitoba	
Winnipeg	CJRC

ALL-CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

FM for Victory

FOLLOWING the example of many standard broadcast stations, W45D, FM station of the *Detroit News*, has started use of the Morse three dots and a dash with a crisp "V for Victory" announcement, immediately following all station identifications.

Listeners Gain Seen

PREDICTION that radio listening will reach record highs in 1942 regardless of the War Production Board's curtailment of receiver set production is made by Joseph J. Weed, president of Weed Co., station representatives, in a forthcoming issue of the house organ, *Weedcasts*. Mr. Weed quotes estimates of 60 million radios are now in 87% of American homes and predicts that permitted civilian radio production in the coming three months plus stocks on hand and with the fine cooperation of radio repairmen, radio listening hours per capita will reach an amazing height in 1942.

Miss Myles Joins NBC

MARION WALLACE MYLES, formerly managing editor and promotion director of "Parade", Sunday supplement of *PM*, New York newspaper, on Feb. 2 joined the sales promotion staff of NBC-Red. Previously with James McCutcheon & Co. account for McCann-Erickson, New York, Miss Myles also has been with Saks Fifth Avenue and has done freelance copywriting.

Press Ban Called Dangerous

(Continued from page 9)

post that would seek to keep the Government, then the principal enemy of the press, from using its authority to pass discriminatory regulations or restrictions on the media of communication."

Pointing out that economic stability is a principal factor in maintaining freedom of the press, he said he believed that one good, economically and morally independent newspaper in a community is better than a half-dozen precariously supported papers.

Dr. Siebert also held that newspapers are more essential to "our society" than radios. He added that although radio cannot be expected to supplant newspapers, it is an important new medium of expression, and conceivably could become such a competitor for revenue that it might imperil the economic foundations of newspapers. He pointed to the development of facsimile and television particularly as extensions of the broadcasting field possibly affecting the present status of the newspaper and its functions.

Hedge on the Future

As to newspaper-ownership of broadcasting facilities, he observed that such operation provides newspapers with "a hedge on the future". He declared that newspapers deserve to be considered along with any other applicant for any new medium of communications, not with any special privilege in mind, but likewise not faced with an arbitrary denial of their right to apply for and operate such a medium.

Dr. Siebert emphasized also that any newspaper-ownership monopoly that might be created was not as important as "the entering wedge of discrimination against newspapers as newspapers".

Mr. Cluett explained a series of three statistical exhibits breaking down the varying degrees of outside interests involved in the ownership of 537 non-newspaper stations. The breakdown showed 270 stations, or 50.3% of the 537, in which 50% or more interest was held by an individual or corporation with outside interest; 33 stations, 6.2%, in which 50% or more interest was held by two or more individuals or corporations with the same interest; 19 stations, 3.5%, in which 50% or more interest was held by two or more individuals or corporations with any outside interest; 67 stations, 12.5%, in which from 10% to 49.9% interest was held by an individual or corporation, or a combination of both, each holding at least 10% interest in the radio station and having an outside interest; 148 stations, 27.5%, in which no owner holding 10% or more has an outside interest.

Minimum Service

Mr. Ring, under examination by Mr. Kaye, analyzed a group of eight engineering exhibits offered by the Committee in regard to the 1-1 situations in which the only newspaper in a city also owns the only radio station. A pair of maps showing daytime and nighttime service areas of U. S. broadcast stations showed that 799 communities in the country during daytime do not enjoy the minimum 2 millivolt interference-free signal set by the FCC for reliable service, with 951 similar communities at night.

Continuing along this line, Mr. Ring explained tabular exhibits listing 35 1-1 cities "in which the only broadcast station is a majority associated newspaper station and no signal of 2 millivolts or greater daytime or nighttime is received from any other station". The 35 cities listed in the exhibit were:

Anniston, Ala.; Pensacola, Fla.; Cordele, Waycross, Ga.; Dodge City, Kan.; Owensboro, Ky.. Marquette, Mich.; Columbus, Miss.; Jefferson City, Mo.; Elmira, Poughkeepsie, N. Y.; Ashtabula, O.; Astoria, Bend, Grants Pass, Marshfield, Roseburg, Ore.; DuBois, Johnstown, Lancaster, Sunbury, Williamsport, Pa.; Anderson, S. C.; Jackson, Kingsport. Tenn.; Abilene, Big Spring, Lubbock, Pecos, Pampa, San Angelo, Sweetwater, Texarkana, Tex.; Martinsville, Va.; Bluefield, W. Va.

The exhibits showed also that a total of 970 cities with a population of 2,500 or more received no signals of 2 millivolts or more, including 882 with populations of 2,500 to 10,000 and 88 with more than 10,000. Mr. Ring called attention to 1940 Census figures showing a total of 3,464 cities over 2,500 in the United States.

Lazarsfeld's Data

Based on figures and data compiled by the FCC, Dr. Lazarsfeld analyzed 20 exhibits covering the comparative radio-newspaper service in 74 U. S. communities and various phases of newspaper-radio association, including an analysis of complaints entered on the Commission's newspaper-ownership questionnaires.

In the 74 communities covered Dr. Lazarsfeld explained, it was indicated that on the average in 1-1 situations cited by the FCC these communities received 35 copies of out-of-town newspapers for every 100 copies of the in-town newspaper. Coupled with Mr. Ring's observations on incidental radio service available to 1-1 communities, Dr. Lazarsfeld commented, this indicated that 1-1 situations did not mean complete domination of local expression by joint operation of the local newspaper and radio station.

The exhibits also showed that 37 newspaper-associated stations in 1-1 cities outside the 2 millvolt contour of any out-of-town station accounted for a total wattage of only 13,300 watts, or only .4% of the total daytime power of 801 stations operating at the time of the survey.

The 37 newspapers in the identical situations had a total circulation of only 488,990, amounting to only 1.2% of the 40,595,270 circulation of the 1,627 operating newspapers in the country, Dr. Lazarsfeld pointed out. He estimated that only about 2,000,000 persons would be affected in the 1-1 situation where no 2 millivolt outside radio signal was regularly available.

Going into operation aspects of the newspaper-radio relationship, Dr. Lazarsfeld declared that newspaper-operated stations were not appreciably different in their treatment of news and other types of broadcast programs than non-newspaper stations.

Refusal of Space

Dr. Lazarsfeld also described a series of statistical analyses based on answers to the FCC questionnaire sent to 801 standard broadcast stations operating June 30, 1941. Tabulating answers to specific queries in the questionnaire, the exhibits indicated that 355 complaints were received from stations, including four from newspaper-associated and 309 from non-newspaper outlets, against newspapers refusing to carry program listings except on a paid basis.

Fifty complaints also were registered, three newspaper-associated and 48 non-newspaper, against newspapers refusing to carry program listings on any basis.

The exhibits indicated that of 248 newspaper-associated stations, 124 had had arrangements, agreements or understandings with local or out-of-town papers since July 1, 1936, and 124 had not. Of 545 nonassociated stations, 184 said they

NO
SALES
PEAKS
IN
FLATGAP (Ky.)!

Flatgap (Ky.) is a community of exactly 125 souls! So it isn't surprising that Flatgap's composite purse is sorta flat too. In fact, Kentucky's only bulging money-bag is the Louisville Trading Area, which has 33% *more* effective buying income than the rest of the State *combined!* To tap this tremendous spending power, all you need is WAVE—the only NBC Basic Red Network station within 100 miles! Send for the proof, today!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C. Basic Red
FREE & PETERS, INC.
National Representatives

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

IT LOOKED AS THOUGH the *Milk Show* on KSTP, St. Paul, with its 16-piece orchestra, quartet and ensemble would go off the air when Amanda Snow, singer, went to the hospital with an acute attack of rheumatism. But they got their heads together and decided to record Miss Snow's songs at the hospital, where a guitarist, violinist and engineer go into action. The performance is transcribed in duplicate. Leonard Leigh spends an hour Monday mornings directing a mythical orchestra in unison with Miss Snow. For the performance, transcriptions and studio music are synchronized. Leigh directs with the help of a headset. On one occasion the orchestra played a medley of eight Victor Herbert selections, and Miss Snow joined the orchestra, quartet and ensemble in five of the numbers.

had had such arrangements, 361 that they had not.

A total of 36 stations, three newspaper-associated and 33 non-associated, also reported that the local newspaper refused to carry the station's display advertising, according to one exhibit, while 288 stations, 38 newspaper-associated and 250 non-newspaper, indicated the paper had refused, as a matter of general policy, to give space to station news or press releases.

Asked if they had "ever experienced difficulty in obtaining news from a press service which was already serving newspapers or other radio stations in the community", another exhibit showed four newspaper-associated stations and 50 non-newspaper stations answering in the affirmative, and 243 newspaper-associated and 481 non-newspaper stations answering in the negative.

Diversity of Expression

Voicing opposition to any move to discriminate against newspapers as a class in considering applications for broadcast facilities, Mr. Hays declared that newspapers cannot properly be differentiated from any other type of radio station licensee — preachers, motion picture companies or any other interest having a means of expression or "a pipeline to the market place of thought".

He maintained that if there was to be any discrimination, it would follow logically that the Government, i.e., the FCC, must accept the responsibility of hand-picking applicants on a basis of securing the proper diversity of expression.

"If you're going to discriminate on the point of who is to own the stations, I don't know where it's going to end," Mr. Hays declared.

On the point of the FCC's interest in preventing a monopoly of information sources in the hands of newspapers in some communities, he observed that monopoly aspects of such situations might be of interest to the Justice Department, although such considerations should not concern the FCC beyond at most a mere determination of facts to pass on to either the Justice Department or Congress.

"You're not dealing with monopoly here," he emphasized. "You're dealing with one class on the chance that it might result in monopoly. We're far better off when there can be a conflict of ideas, but we'll never get it from the Government stepping into the picture."

Public Interest

Mr. Hays pointed out that some proponents of such moves as the ban on newspaper-ownership evidently believed that "we should change all society to make economic opportunities more equal". Terming this a "dangerous" procedure, he held that diversity of thought or expression cannot be validly promoted by denying the rights of some people, that civil liberties cannot be promoted by discrimination. He declared flatly it would be "presumption" for the FCC to let economic considerations involved in an application govern its action on the application.

Mr. Hays stressed also that public interest, convenience and necessity has to be determined from the viewpoint of the listening public, not from the viewpoint of a second newspaper that conceivably might be forced out of business by a station-owning competing newspaper, or by another station. He declared that if the FCC denied one newspaper application simply because it was a newspaper, it thereupon assumed the responsibility of determining who may use the air.

Putnam Joins Army

HARRY C. PUTNAM, national advertising manager of KGMB, Honolulu, on Feb. 1 took indefinite leave to join the Army Intelligence Dept. in a civilian status. He will be identified with press-radio information. "Broadcasting is being recognized on an equal footing with the press in this new setup," Mr. Putnam advised BROADCASTING Jan. 20. "Much of my work will be in connection with radio, so I will feel pretty much at home in spite of the change."

WORLD WIDE OPENS NEW YORK OFFICE

WORLD WIDE Broadcasting Foundation, operating WRUL, Boston international shortwave outlet, early in February is to open a New York news room and program department at 630 Fifth Ave., it was announced last Thursday by Walter S. Lemmon, president. A $25,000 grant made to the Foundation by the Council of the American Philosophical Society will finance the office.

Dr. Howard Shapley, director of the Harvard Observatory and a World Wide trustee, in announcing the $25,000 grant stated that WRUL would broadcast a series of programs from Philadelphia's Independence Square, featuring interviews with foreign-born American citizens. Mr. Lemmon stated that WRUL now is broadcasting in 22 languages and that new broadcast series are being beamed to the Philippines, China and Australia.

TOOTHPASTE TUBES SOUGHT BY RADIO

LEADING toothpaste manufacturers, desperate for materials for collapsible tubes, are tying their radio programs into a nationwide conservation program. The program is a joint effort of the Collapsible Tube Manufacturers Assn. and the Packaging Institute — the latter includes all the leading manufacturers of nationally advertised toothpastes, shaving creams, and cosmetics.

Advertisers are including on their national shows a spot urging housewives to save all used collapsible tubes. A nationwide collection system is being worked out through local retail druggists, who will place collection boxes in their stores. The used tubes will be sent to a non-profit salvaging organization which will process the valuable and scare tin from the tubes.

Proceeds from the sale of this tin will be given to charity. Although the manufacturers hope to get the melted-tin for their own uses, it may later be diverted to war uses.

We Merchandise!

Follow-through! The difference between a good radio program —and a SUCCESSFUL one! We aim to move listeners from their radios to your retail outlets—repeatedly . . automatically! Are we successful? Write for facts!

WCBM
Blue Network
BALTIMORE, MARYLAND
Natl. Rep.—Foreman Co., N.Y. & Chi.

Manhattan At Midnight
Another Blue Network
Show on
WING
The DAYTON, O. STATION
5,000 WATTS
DAY & NIGHT
NBC RED AND THE
BLUE NETWORK
National Representative:
PAUL H. RAYMER

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
RED
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

There's "sock" in 5 KW on our 580 kc frequency —equal to more than a million watts at the other end of the dial.

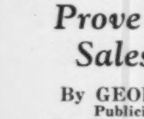
WIBW The Voice of Kansas in TOPEKA

A Department Store's Brief Dramas

Five-Minute Stories Prove Effective Sales Getter

By GEORGE GLEVIS
Publicity Director,
The New Boston Store, Utica

THE department store trend toward radio brings to light interesting tips on how to use the medium as well as how not to use it. The New Boston Store, in the heart of the populous central section of New York State, has its own particular tale to tell. It's a five-minute drama that regularly greets Utica listeners on WIBX. Mr. Glevis, of the department store, is convinced the five-minute stories are just what the retailer needs. He is also convinced that hot-shot spots aren't always the best means of inducing customers into stores. WIBX or the store can supply sample continuities to those interested in the Utica programs.



Mr. Glevis

USE of radio to intrigue the customers' interest will bring worthwhile returns if you don't try to blast with ram-rod spots the information you want to convey into the ears of your listeners.

Convinced that bombastic outbursts of spot radio announcements coming with startling staccato are really "sore spots" in radio, we have eliminated them from our radio program because we are sure there isn't a listener who doesn't secretly, if not openly, resent them. Even the radio stations themselves do not favor spots, but they have closed their eyes to their use because they represent a neat source of income, especially from the small advertiser.

Listener Resistance

Anyone who has studied psychological reaction will agree that the prospective customer shudders at the machine-gun blatancy of a commercial which utterly disregards the factor of emotional adjustment. The mind attuned to the beauties of a waltz or reacting to the denouement of a dramatic sequence promptly builds up resistance to any voice, no matter how suave, which breaks in with blunt, factual assertions, running from pill peddling panaceas to the "world's best bargains at the crossroads department store".

Before we reached our decision regarding this new approach to radio advertising, we studied several reasons, which include:

1—Any normal individual is blessed with more than a good measure of healthy curiosity.

2—People generally are interested in dramatic situations, whether in actual life, on the stage, in movies, in books or on the radio.

3—The greatest dramatic situations sometimes transpire in a span of seconds and we recall one of the most dramatic incidents of all time, which was reproduced and recorded more than any other,—King Edward's abdication speech—only a matter of a few minutes on the air. Another example of what can be done with a short period on the air, is a certain cigarette company's very brief commercial "on the land, in the air, on the sea", with appropriate sound effects. This particular dramatized short has become so widely known that a song has been written about it, carrying the sound effects in music and even some of the exact words.

Paying Dividends

4—Radio listeners belong to the "sugar-coated pill" type—they are willing to take the medicine if you take away the bad taste.

5—It is perfectly logical to weave your radio advertising around incidents that are the warp and woof of every day living drama to create an impression on the minds of radio listeners.

6—The above reasons are practical, they are operative, and being the means to an end of "spots", they have helped us to arrive at a decision that is beginning to pay dividends.

That is why we have eliminated "spot" announcements from our radio budget and are spending more money for five-minute dramas. It is really amazing what a little investigation and study will do to show what a surprising amount of information can be sent out over the air waves in a way that will engage the listener's attention and keep him from tuning you out.

Plenty of Material

Thousands of home and office situations, skillfully handled, may serve as a springboard from which these radio dramas can be built. They can be used just as a background theme or setting or take actual part in the happenings to develop a need for some individual item or product or call attention to some special service.

The success of the entire plan, naturally, is the matter of approach and how the continuity is worked out. But a good rule and guide to remember is the type of "soap operas", developed by the pioneer advocators of dramatic situations, prominent on the most obscure radio stations today either by hookup or transcription. These true-to-life dramas are filled with incidents that hold the interest of a large listening group.

While you are spending your radio advertising dollar you can cry your wares like "Simple Simon" or you can "wise up" and perhaps score a national knockout like the aforementioned cigarette company—the choice is yours—how you spend your money is up to you, but you'll get more out of it if you'll consider the ears of the listener and help rid the air of "sore spots". Your listeners will get your message and you'll get more out of your radio advertising.

Let's take an old exhortation like "you can catch more flies with sugar than you can with vinegar" and bring it up to date as "You can catch more listeners with sugar coated dramas than you can with ear-bursting blurbs."

The local station, WBIX, worked with us perfectly in getting this new type of program on the air, particularly Elliott Stewart, vice-president, and Betty Cushing Griffin, of the staff. Part of the success of this type of program is due to their assistance and cooperation.

Pebeco Test

LEHN & FINK PRODUCTS Corp., New York, is starting its first radio advertising for Pebeco tooth powder this month, using announcements in New York and Dallas, placed by Lennen & Mitchell, New York. On Feb. 9 the company will begin daily announcements on WJZ and WEAF, New York, to be broadcast during the early morning participation periods. About the same time four announcements weekly will be started on the *Early Birds* participation broadcasts on WFAA, Dallas.

Sub for Orson

LADY ESTHER Co., Chicago (cosmetics), has definitely released Orson Welles from his contract as star of the company's CBS program, heard Mondays, 10-10:30 p.m., in view of his pending good-will tour of South America at the request of the Office of Coordinator of Information [BROADCASTING, Jan. 26]. It is understood Freddie Martin's Orchestra will be substituted for Welles, starting with the Feb. 9 broadcast. Agency is Pedlar & Ryan, New York.

TO BOOST SALE of Defense Bonds, Hollywood cast of the weekly NBC *Coffee Time Show*, sponsored by General Foods Corp. (Maxwell House coffee), chip in 50 cents apiece before each broadcast. Bonds are awarded by drawing.

THEY GO IN for extremes
WCED, DuBois, Pa. Shortest staf
man is Elmer Liepelt, 5 feet
inch. He's a technician. The walk
ing antenna at the right is LeRo
Schneck, 6 foot 5, announcer.

Barbasol Discs

BARBASOL Co., Indianapoli
(shaving cream), on Jan. 26 starte
a 24-week campaign of transcribe
chain-break announcements on
stations to run until summer, leav
for several months and return thi
fall. Featuring the Barbasol them
song and the voice of Craig McDon
ald, the 15-second transcriptio
are heard on stations WSB WEE
WKBW WTAM KNX WDA
WGH KSD KOMO KYW KPO an
WRC. Agency is Erwin, Wasey
Co., New York.

Lucy Monroe's Sing Fests

FIRST noted radio performer to a
for leave of absence in favor of gover
mental duties is Lucy Monroe, sopra
on the NBC *Manhattan Merry-G
Round* program, sponsored by R.
Watkins Co., New York, who will sta
Feb. 14 on a 25,000-mile tour of t
country to conduct community "si
fests" under the auspices of the Tre
ury Dept.

Broadcast
Music
Inc.
580 5th Ave.
New York City

NET TIME SYMBOLS AFTER FEB. 9 VARY

QUESTION of how to designate network program times on news releases issued by the nationwide networks has characteristically produced three sepaarte and distinct answers. At present, times for network programs are nationally released in accordance with their broadcasts on the East Coast and are labelled EST. In previous years, during the months that daylight saving time was in effect in certain parts of the country, including New York, the designation was changed to EDST for that period.

Queried by BROADCASTING as to the designations to be used after Feb. 9 when the wartime daylight saving law goes into effect, pushing clocks up an hour all over the country, the MBS publicity department stated that it will follow the custom of other years and label program times as EDST. NBC said that since by an Act of Congress the new time will be standard for the country during the entire war period and since certain localities may later institute their own further daylight saving time, Red Network programs would be shown as EST after Feb. 9. This reasoning was concurred in by the Blue Network, which will also show its programs as EST.

In variance with both of these procedures, CBS has announced that "concurrent with national daylight saving beginning Feb. 9, Columbia network's time designation on news releases is Eastern Time. This phrase was chosen because the time is no longer standard and because, with national daylight saving, EDST seems unessential."

Treasury Disc Series To Be Released Feb. 23

SAID to be a condensed version of the *Treasury Hour*, three transcribed variety shows weekly, featuring top stars, music and drama, are to be released, beginning Feb. 23, to stations throughout the country by the Treasury, it was announced by Vincent F. Callahan, chief, Radio and Press Sections of the Defense Savings staff.

Lieut. Robert Montgomery, USN, Hollywood star, through the cooperation of the Navy, will be m.c. for the first week's shows which will present Maurice Evans and Judith Anderson in a scene from "Macbeth", in which they are currently appearing on Broadway. They will also appear on succeeding shows in "The Fog" by John Latouche and "The Statue of Liberty" by the same author. Other Hollywood and Broadway stars will take part, along with Al Goodman, music director. William Bacher will produce and direct the series with Hal Block, Latouche and others as writers. William B. Murray, of the William Morris agency will supervise.

Comic Strip Show

CHILDREN'S drama program of KSO, Des Moines, has been augmented by *Jane Arden* based on the comic strip of the *Des Moines Register & Tribune*. Title role is portrayed by May Floyd Sinex, Chicago actress, wife of Gene Shumate, KSO-KRNT sports announcer. Program is carried on other stations by transcription.

RADIO FOR NIGHT SHIFTS

Midnight-to-Dawn Broadcasts on KNX for Employes in Defense Industries

RECOGNIZING importance of the "swing and graveyard" shifts of aircraft, shipyard and kindred workers, Donald W. Thornburgh, CBS Pacific Coast vice-president, on Jan. 21 started a seven-day weekly, midnight-to-dawn broadcasting schedule on KNX, Hollywood.

In a survey of the swing and graveyard situation by Russ Johnston, CBS Pacific Coast program director, found that "swing shift" workers who emerged from dozens of huge aircraft and shipbuilding plants at midnight, dined with their families at 1 a.m., then attended dances, motion picture shows, and sport events, or spend the evening until 5 or 6 a.m. with friends before retiring from 5 to 9 a.m. For them, as result of nation's "all-out" war industrial plans, day and night have been interchanged.

Program Fare

Included in the program are news, classical music, variety, drama, comedy, quiz shows and strip serials, both live and transcribed, with rebroadcasts of many outstanding CBS features and shows. Mr. Thornburgh pointed out that with approximately 35% of Southern California's estimated 150,000 aircraft workers employed on the 4 p.m. to midnight shift, and about 30% of shipyard employes on that swing shift, the large defense plants alone present a sizable unit of listeners. In all, 300,000 persons are said to comprise the audience available to radio in Los Angeles between midnight and 5 a.m.

Several unsolicited inquiries from national advertisers about blocks of time during the after-midnight period are said to indicate serious commercial interest in this segment of the schedule, formerly considered a dead period.

Besides Federal, State and city officials giving approval to the midnight - to - dawn programming, enthusiastic and unanimous endorsement have come from all defense plant executives and managers as well as from workers. Aircraft companies and shipbuilding concerns have posted bulletin board notices. They are also publicizing the KNX schedule through their house organs and PA systems. The Aeronautical Chamber of Commerce has given its endorsement.

FM Achievement

LATEST example of the adaptability of high-frequency FM transmission was given recently by W2XOY, General Electric's FM station at Schenectady, with the presentation of a recital by four pianos and an electric organ.

Marshall Field 3d Buys WHIP Part Interest

ACQUISITION of a 30% interest in WHIP, Hammond, Ind., by Marshall Field 3d, Chicago millionaire merchant-publisher, and 15% interest by his friend John W. Clarke, Chicago investment broker, was reported last week. The purchase price was not revealed.

Since control is not involved, the FCC is not required to approve the transaction, though a report must be filed of the change in ownership interest. The contract signed by Mr. Field, it is understood, includes purchase of two hours of time daily on the station for the *Chicago Sun*, new morning daily which he financed. Dr. George F. Courrier, Elgin, Ill., Methodist Episcopal pastor, it is reported, will remain as president with Doris Keane, general manager, continuing as vice-president and secretary. Mr. Clarke becomes vice-president and treasurer.

WHIP now operates daylight only on 1520 kc., with 5,000 watts. It will go on a 22-hour schedule March 29 and is completing construction of a five-tower directional array outside Chicago to give it intensified coverage of the area.

MGM Recording Firm Projected in Hollywood

A NEW recording company national in scope to be headquartered in Hollywood as a subsidiary of Metro-Goldwyn-Mayer has been projected, with an investment of $500,000, by Loew's Inc., MGM parent organization. Final "go ahead" signal is awaited from Nicholas M. Schneck, Loew's president.

Louis B. Mayer, MGM vice-president in charge of production, following a talk with Tommy Dorsey, band leader, reportedly made an investigation of the record business. Harry Link, music executive, was sent to New York Jan. 28 to confer with Eli Oberstein, president of American Record Co., and invite him to join the proposed firm. It is understood Dorsey may be given an interest.

Laughton Leaves Show

P. BALLANTINE & SONS, Newark (beer, ale), through J. Walter Thompson Co., New York, by mutual agreement relieved Charles Laughton, film actor, from his contract on the weekly half-hour Blue Network program *Three Ring Time* following broadcast of Jan. 23. He has been replaced by a weekly guest star policy, with Edna May Oliver taking that spot on the Jan. 30 program. Although Laughton's contract had six weeks to go, termination was arranged by John U. Reber, agency vice-president in charge of radio. Discord between Laughton and Milton Berle, co-stars, had been rumored. Besides Berle, the show will continue to feature Shirley Ross, vocalist, with Bob Crosby's orchestra, and Bill Goodwin, announcer. Maurice Holland is agency producer.

330,570
RADIO HOMES
(Certified Mail Count)
In Our Primary
Located in a
Boom Area!

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH
or THE FOREMAN CO. NATIONAL REPS.
CHICAGO • NEW YORK

Al. Bland
the popular comedian
in "morn patrol"
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

CRYSTALS by
HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JAN. 24 TO JAN. 30 INCLUSIVE

Decisions . . .

JANUARY 27

WSAY, Rochester, N. Y.—Proposed granting CP shift 1370 kc increase 1 kw directional D & N, shift and make transmitter changes; also denied applic. Edward J. Doyle, Rochester, CP new station on facility vacated by WSAY.

NEW, Western Gateway Broadcasting Corp., Schenectady, N. Y.—Proposed granting CP new station 1240 kc 250 w unl; also of necessity denying similar application Van Curler Broadcasting Corp. for same facilities.

WTIC, Hartford, Conn.—Granted license renewal.

WPRA. Mayaguez, P. R.—Granted modific. temporary license pending renewal decision shift 990 kc increase 5 kw D.

KTHS, Hot Springs, Ark.—Granted extension SSA to 2-1-43.

WJNO, West Palm Beach, Fla.—Granted consent transfer control to Louis M. Hemingway and John Hylan Hemingway.

NEW, Hoosier Broadcasting Co., Indianapolis—Designated for hearing applic. CP new station

NEW, Board of Education, City of Buffalo, N. Y.—Granted CP new non-commercial educational station 42.9 mc 1 kw special emission for FM.

NEW, New Jersey Broadcasting Corp., Jersey City, N. J.—Granted CP new commercial FM station 49.1 mc 6,200 sq. mi

NEW, Bremer Broadcasting Corp., Jersey City, N. J.—Granted CP new commercial FM station 49.5 mc. 6,200 sq. mi.

WWPG, Lake Worth, Fla.—Granted transfer control from R. E. Erskine to Charles E. Davis, 40 shares for $4,000.

KIEM, Eureka, Cal.—Granted modific license increase 1 kw N subject proof interference CFCT.

WSAI, Cincinnati—Granted CP 100 w booster amplifier for D operation.

WHIP, Hammond, Ind.—Denied request special service authorization sunset Buffalo to local sunset.

WBAX, Wilkes-Barre, Pa.—Granted 90 day extension temporary license pending Commission actions.

KALB, Alexandria, La.—Denied petition reconsider and grant without hearing applic. 580 kc 1 kw unl. directional.

KFEQ, St. Joseph, Mo.—Denied motion and supplement to return applic. and cancel scheduled hearing.

Applications . . .

JANUARY 28

NEW, Bamberger Broadcasting Service Inc., New York—CP new commercial television station Channel No. 6.

NEW, Peter Q. Nyce, Alexandria, Va.—Amend applic. CP new station request 740 kc 1 kw D studio and transmitter to Alexandria.

WSGN, Birmingham, Ala.—CP increase 1 kw N 5 kw D directional N new transmitter.

WGOV, Valdosta, Ga.—Amend applic. CP request 950 kc 1 kw install directional N.

KABC, San Antonio, Tex.—CP new transmitter and move directional D & N shift 1440 kc increase 1 kw.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—Applic. CP new station amended re corporate structure.

NEW, Associated Broadcasters Inc., Indianapolis—Amend applic. CP new commercial FM station and specify rated power as 10 kw.

NEW, B. Loring Schmidt, Salem, Ore.—CP new station 1490 kc 250 w unl.

NEW, J. C. Horton, Santa Ana, Cal.—CP new station 830 kc 10 kw limited time to WCCO.

KGW, Portland. Ore.—CP new transmitter increase 5 kw N 10 kw D directional N.

JANUARY 30

NEW, Charles F. Eden, Providence, R. I.—CP new station 730 kc 1 kw D

WRAL, Raleigh, N. C.—Amend CP request 850 kc directional N.

WIOD, Miami. Fla.—CP increase 5 kw N 10 kw D.

WGCM, Gulfport. Miss.—Transfer control corporation from P. K. Ewing to Hugh O. Jones and Wm. E. Jones, equally, 280 shares common stock.

NEW, Dimple Broadcasting Co., Columbia, Tenn.—Applic. CP new station amended to request 1340 kc.

WALB, Albany, Ga.—Applic. CP change 1550 kc amended request directional changes, omit increase power, new transmitter.

NEW. KTOP Inc., Topeka, Kan.—CP new station 1400 kc 250 w unl. (contingent KTSW change).

KTSW, Emporia, Kan.—CP change 1490 kc equipment changes.

KIDW. Lamar, Col.—Voluntary assignment license to C. R. Anderson.

Tentative Calendar . . .

WJAX. Jacksonville, Fla.—CP 930 kc 5 kw directional N unl. (Feb. 2)

NEW, Beauford H. Jester, Waco, Tex., CP new station 1230 kc 250 w unl.; **NEW, Roy Branham Albaugh, Waco, Tex.,** same (consolidated hearing, Feb. 2)

WGST, Atlanta. further hearing license renewal (Feb. 2)

KGNC, Amarillo. Tex., CP 860 kc 5 kw N 10 kw D directional N. (Feb. 6).

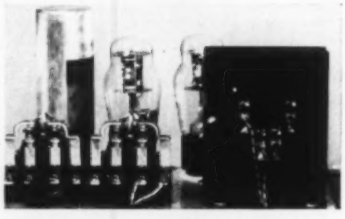
RCA Starts New Plant For Tubes at Lancaster

PLANS for the erection of a new radio tube manufacturing plant at Manheim Township, Lancaster, Pa., have been announced by RCA Mfg. Co. In cooperation with the Navy, manufacturing will be concentrated on special radio and electronic tubes. Ground will be broken March 1 and completion of the plant is expected Sept. 1. RCA has greatly increased production on these tubes in the past year at the Harrison, N. J., plant of the company.

It was announced that the company in 1941 built over 400% more power tubes than in 1940, 200% more cathode ray tubes and over 300% more special purpose tubes. Main plant of the RCA Mfg. Co. is in Camden, N. J., with other plants in Harrison, N. J.; Hollywood, Cal.; Bloomington and Indianapolis, Ind.

Cosmetic Test

FINESSE Co., New York, is using radio for the first time for its cosmetics with a four-week test campaign of announcements on WRC, Washington. If the test proves successful, more stations will be added, according to Walter W. Wiley Adv., New York, agency in charge.



RADIO ALARM was invented by Frank Marx, chief engineer of WMCA, New York, so the station can monitor automatically for alerts. The alarm is to be marked by Washington Institute of Technology for other uses, such as putting out street lights by radio and informing air raid wardens of an alert. The device is 6x8 inches.

WARTIME PROGRESS FORESEEN FOR FM

MORE FM outlets will continue to appear despite the war, Lee W. McCanné, assistant general manager of the Stromberg-Carlson Telephone Mfg. Co., stated Jan. 21 before a meeting of 250 members and guests of the Niagara-Buffalo section of the IRE.

Additional benefits for FM, Mr. McCanne stated, may arise from its usefulness as a "blackout" broadcasting system depending on authoritative statements that a loop could not be swung on FM transmitters to make their location known to bombers. At the present time, he concluded in his address, FM would have its biggest future when it was the complete local medium, with AM handling transcontinental broadcasts.

* * *

DESPITE WAR demands, no serious setback in 1942 for FM broadcasting is foreseen by Lewis Allen Weiss, vice-president and general manager of the Don Lee Network, West Coast affiliate of MBS, who believes manufacturers will use their limited quotas of materials for quality FM-AM sets to make up for curtailed production of cheap AM midget receivers.

Network Accounts

All time EST unless otherwise indicated

New Business

DEPARTMENT OF FINANCE Canadian Government, Ottawa (Se ond Victory Loan) on Feb. 9 start Dance Orchestra on 64 Canadian sta tions, 10-10:30 p.m. (EDST); o Feb. 11 starts *Dramas* on 64 Canadian stations, 10-10:30 p.m. (EDST); o Feb. 13 starts *All Star Variety Show* on 64 Canadian stations, 10-11 p.m. (EDST). Agency: Advertising Agencies of Canada, Toronto and Montreal.

NESTLES MILK PRODUCTS Co. New York (Nescafe), on Feb. 3 starts for 14 weeks quarter-hour participations in *Breakfast Club* on KFRC KHJ KGA KALE KOL KMO, Tues & Thurs., 8-15-8:30 a.m. (PST). Agency: Leon Livingston Adv., San Francisco.

OHIO OIL Co., Cincinnati, on March 15 starts *Views on the News* on NBC-Red stations (WLW WOWO WSPD WMAQ WCOL WGBF WBOW) Sun., 3:30-4 p.m. Agency: Stockton, West, Burkhart, Cincinnati.

LEVER BROS., Toronto (Lux soap), on Jan. 22 started *Radio Theatre Lux Francais* on CKAC, Montreal, and CHRC, Quebec, Thurs. 9-10 p.m. (EDST). Agency: J. Walter Thompson Co., Montreal.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), on Feb. 1 starts *Breakfast Club* on 63 Blue Stations, Tues., Fri., 9:45-10 a.m. Agency: Henri, Hurst & McDonald Chicago.

HECKER PRODUCTS CORP., New York (H-O Oats), on Feb. 15 begins sponsoring the *Moylan Sisters* on 11 Blue stations, Sun., 5-5:15 p.m. dropped after the broadcast of Feb. by their previous sponsor, Modern Food Process Co., Philadelphia (Thrivo), because of priority troubles. Agency: Clements Co., Philadelphia.

Renewal Accounts

GULF OIL Corp., Pittsburgh (oil-gas), on Feb. 15 renews *Screen Guild Theatre* on 80 CBS stations, 7:30- p.m. Agency: Young & Rubicam, N.Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on Jan. 30 renewed for 13 weeks *New Old Gold Show* on 33 Blue Network stations Fri., 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST). Agency: J. Walter Thompson Co., N. Y.

SOIL-OFF MFG. Co., Glendale, Cal. (cleaning fluid), on Feb. 2 renews *Bob Garred News* on 6 CBS Pacific stations, Tues. and Thurs., 5:45-5: p.m. (PST). Agency: Buchanan & Co., Los Angeles.

STUDEBAKER SALES Corp., South Bend, on Feb. 3 renewed for 13 weeks *John B. Hughes News*, on 32 Don Lee stations, Tues., Wed., Sat., 7-7:1 p.m. (PST). Agency: Roche, Williams & Cunnyngham, Chicago.

Dames Campaign

COLONIAL DAMES Corp., Los Angeles (cosmetics), in a 30-day local campaign which started Feb. 1, is using thrice-weekly participation in *Andy & Virginia* on KMPC, Beverly Hills, Cal. Firm also renewed for 52 weeks six-weekly spot announcements on KSFO, San Francisco, and is continuing participation thrice-weekly in *Knox Manning News*, on KNX, Hollywood. Colonial Dames also sponsors *Find the Woman* on 8 CBS California and Arizona stations, Friday, 9:55-10 p.m. (PST). Agency is Glasser-Gailey & Co., Los Angeles.

FM STATION MONITORING IS EASY
WITH THIS G-E MULTI-PURPOSE* UNIT

ONE UNIT PROVIDES ALL THESE—

- * Direct reading of center-frequency deviation (with or without modulation) †
- * Instant calibration against a precision crystal standard
- * Direct reading of modulation percentage †
- * Adjustable modulation-limit flasher†
- * High-fidelity output for audio monitoring †

† Provision has been made for remote console operation.

ORDER NOW . through the nearest G-E office or direct from Section 160-25, G-E Radio and Television Dept., Schenectady, N. Y.

GENERAL ELECTRIC
160-25-6914

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

TWO ENGINEERS—Immediately. WCBT, Roanoke Rapids, N. C.

TWO GIRLS—With operator's tickets. Wire KID, Idaho Falls, Idaho.

ENGINEER—License, draft exempt, 250-watt Missouri station. State salary and experience, Box 83, BROADCASTING.

SALESMAN—Must be experienced, local station midwest. Drawing account with commission and bonuses. Permanent. Box 84, BROADCASTING.

New Station—network regional, selecting staff. Prefer reliability to exceptional brilliance. Good hours and pay. Box 89, BROADCASTING.

Salesman—Copy writer who can announce. Available position in remote studio in 5000 watt station, fine opportunity. Box 99, BROADCASTING.

SALESMAN—Top 250 watt station in East offers real opportunity. Market 400,000. Straight 15% against small draw to start. Want comparatively young man with good sales record. Must appear New York for personal interview. Reply complete information including types of accounts handled and record of monthly billings. Box 100, BROADCASTING.

Situations Wanted

VERSATILE ANNOUNCER - PROGRAM DIRECTOR—Seven years excellent experience. Can write and produce salable shows. 26 years old, draft exempt. Best references. Capable of handling staff of announcers as well as program schedule. Prefer connection in East. Available immediately. Reply Box 80, BROADCASTING.

EXPERIENCED ANNOUNCER — Desires change to progressive station. Experience—commercials, news, sportscasting, turntables, general studio routine including controls. Box 81, BROADCASTING.

Announcer—Young married man, college education, draft exempted, with over three years experience on local and network stations. Versatile announcer and can write script. Prefer South. Best references. Can produce. Box 82, BROADCASTING.

Program Director, Announcer—Four years experience, sound programming, all types announcing. Box 85, BROADCASTING.

If your station—Is NOT operating smoothly and remuneratively—then let my long years of successful radio experience (all phases) be the answer to your managerial needs. However, desire connection where unusual ability has compensation. What is your proposition? Box 86, BROADCASTING.

Third year writing—And conducting own thirty minute program — professional education — sales experience — flair for contacts—publicity — ideas — ability and versatility—mature; married; no children; hard worker. Box 87, BROADCASTING.

CANADIAN production director—Free in February. Experienced manager—commercial, promotion, programming, announcing, newscasting, scripting. Fresh ideas. Prefer good station in progressive community. Salary no object. Used to work. Details first letter. Box 88, BROADCASTING.

Continuity Writer—Young woman recently with leading New York agency. Also experienced as advertising manager, with outstanding sales record. West or Southwest only. Box 90, BROADCASTING.

CHIEF AND FIRST ASSISTANT ENGINEERS—Accumulative experience of over twenty years at stations to 50,000 watts—seeking connection with progressive station or nework. Draft deferred (3A). Present employment Federal Communications Commission. Box 91. BROADCASTING.

Situations Wanted (cont'd)

Commercial—Or station manager, 12 years radio experience, now employed local station network affiliate desires connection with progressive station. Married, exempt. Box 92, BROADCASTING.

Experienced program director—8 years background includes network regional station production, announcing, continuity. Draft exempt. Box 93, BROADCASTING.

Broadcast Engineer—Five years chief engineer of local—five years in charge of audio facilities of large studio installation. Now employed by one of the major networks. University training in communication work. Desire chief engineer's or technical supervisor's position. Finest references. Draft exempt. Box 94, BROADCASTING.

Transmitter Engineer—First Class 'Phone, married, draft exempt. Now employed. References. Box 95,, BROADCASTING.

First rate writer—Wants position live station or agency, offering suitable opportunity for ability, versatility. Can produce continuity, script, news any quantity and quality. Also programming, production, announcing. Now employed network regional. College graduate. Draft deferred. Box 96, BROADCASTING.

PUBLICITY-PROMOTION-PUBLIC RELATIONS—Well known radio editor planning immediate change desires opportunity with progressive station or agency. Good connections. Original ideas. Unlimited air experience. Married. Draft exempt. Box 98. BROADCASTING.

Production man—Top flight continuity writer. Creative. Cooperative. Dependable. Diversified experience on small station. College. Married. Box 101, BROADCASTING.

Announcer, Control Operator—Desires position with up and coming net station. Five years experience. Married. Draft Deferred. Hold Restricted Ticket. Excellent references. Box 102, BROADCASTING.

Publicity-Promotion Executive—Outstanding Radio Record, 31, Draft Exempt. Top-notch newspaper, civic, radio station and business contacts in 185 cities. Excellent References. Immediately Available. Box 104, BROADCASTING.

ANNOUNCER—Now employed. Four years network and small station experience. Sports, special events, emcee and production background. Draft exempt. Age 25. Production or announcing. Preferably Pacific Coast. Box 105, BROADCASTING.

ANNOUNCER—Experienced. Draft exempt, writes copy. Box 106, BROADCASTING.

MARY GARDEN SAID—"Once in a lifetime one discovers such a voice!" But the really amazing thing is—**this singer can sell!** He has originated and sold advertising for eight years, has sung in opera, concert and radio here and abroad. Can handle popular ballads, operetta or opera, and can "emcee." Age 35. His wife is a splendid pianist, organist and composer; transposes at sight. What is your proposition for all or part of this combination? Box 107, BROACASTING.

News Editor—Writer—Processor—Publicity Man—Expert on military, naval, political and economic affairs, both foreign and domestic. Also complete knowledge of sports. 12 years radio and newspaper experience. Best of references. Just quit 5-kw. station. Single. Draft Exempt. Work anywhere. Box 108, BROADCASTING.

For Sale

RCA portable recorder—MI 4814. Separately cased two channel mixer, push pull amplifier drives cutter. Weston 802 VU meter. RCA velocity mikes. $450.00. Box 109, BROADCASTING

EQUIPMENT—For 250 watt station complete from microphone to antenna. Box 110, BROADCASTING.

1 kw broadcast transmitter—In splendid condition including rectifier, tubes, many extras. Blaw-Knox 180-foot self supporting tower. Box 78, BROADCASTING.

250-WATT—Local station. Box 97, BROADCASTING.

Motor Generators—1-2000 volts ½ Amp. D. C. 1-15 volt 25 Amps. D. C. 1-3 H.P. 220 volt 3 phase 50-60 cycle motor. Also 3 unit single base, 2 units, 3000 volts, D. C. one Amp. each 1 unit 14 H. P. Motor 220 volts 3 phase 50-60 cycles. Box 103, BROADCASTING.

Wanted to Buy

5-10 kw broadcast transmitter—Send price, schematic, and complete details including tubes and extras offered. Also want RCA 892-R or equivalent air cooled tubes. Also transformers, condensers, meters, capacitors, copper wire, and coaxial line. Send details. Box 79, BROADCASTING.

What about WOL?
... it hits hard Washington's $572,000,000 Buying Power!
Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

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Dedicated to the
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STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
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Antenna Controlling
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ADVERTISE in
BROADCASTING
for Results

Nazis Fear Radio, Restrict Newscasts

Newspapers' Privileges Not Given Radiomen, Dreier Says

NAZI officials so feared the effect of radio on American listeners that network correspondents in Berlin were not allowed to report statements of members of the German High Command at authorized press conferences despite the fact that American newspapers were allowed to transmit them to the United States, according to Alex Dreier, NBC reporter in Berlin who arrived in New York last week.

Mr. Dreier, last American correspondent to leave Berlin before the outbreak of war, leaving the Nazi Capital Dec. 6, landed on four continents on his aerial voyage home from Lisbon. He was accompanied by Fred Bate, NBC London manager, home for a vacation.

Power From Radio

In the German manual for radio, Mr. Dreier says, Hitler has written a forward which states that the Nazi party came to power through the airplane, the automobile, the tank, but more than anything else —through the radio. Because of this respect for radio, the NBC newsman said, high German officials, during his last days in Berlin, rigorously blue-pencilled radio scripts which finally led to his decision to discontinue broadcasting. In one instance, he related, a German high command officer authorized publication of a statement which read, "The Russians have only one retreat left open from the Crimea, and that is Sevastapol." Although newspapermen were allowed to send this to the United States, radio censors told Mr. Dreier, "He might have said that but he's wrong and you can't say that on the air".

He said he repeatedly tried to convince Nazi officials—before the entrance of the United States in the war, of course—that it would make a far greater impression on Americans if he were allowed to speak with some degree of freedom. His pleas went unheeded.

Describing the operations of the so-called German Freedom station, the Voice of the Chief, Mr. Dreier said it was generally believed in Germany that it was operated by the Reichswehr, which would explain it's continued existence. This was based on several factors, principally that the station continually attacked Foreign Minister Von Ribbentrop, the Nazi party organization, the Storm Troopers and so forth but scrupuously refrained from any attack on Hitler or the Army. This station, he said, is located in the Hartz Mountains and was still heard when he left Berlin every evening at 6 p.m. Much of the material is of such a pornorgraphic nature, he added, that the average German householder sends his wife from the house before he tunes in.

Frequently he was able to slip material into his broadcasts to bring out the facts that there was a shortage of aviation fuel and leather, but, he said, the Nazis, were quick to catch on and warn him that one more infraction would result in suspension of his privileges. At present Mr. Dreier is in New York awaiting a new assignment and is preparing an article on his experiences for an early issue of *American* magazine.

Jap Crack

FRANK SINGISER, newscaster on WOR, New York, chalked up a new kind of "fluff" the other night by coining a new word. Reading a news dispatch he came to the phrase, "They did a crackerjack job . . . !" But he read it over the air like this, "They did a crack-a-Jap job."

Tallulah Signed

TALLULAH BANKHEAD, actress, will begin her first regular radio series Feb. 3 as dramatic star of the *Johnny Presents* program, sponsored on NBC-Red by Philip Morris & Co., New York. To receive $2,750 for each week's appearance in a 12-minute playlet, Miss Bankhead will be heard in plays adapted from such authors as Dorothy Parker, DuMaurier, Arnold Bennett, and will be directed by Charles Martin. Agency is Biow Co., New York.

New N. C. Officers

ELECTION of Bryce P. Beard, WSTP, Salisbury, as president, and Richard A. Mason, WPTF, Raleigh, as chairman of the board of directors of the North Carolina Assn. of Broadcasters headed the selection of new officers for the broadcasters' group at their recent annual meeting in Wilmington. Others named were: Jerry Winters, WGBR, Goldsboro, vice-president; Nathan Frank, WCBT, Roanoke Rapids, secretary; A. E. Joscelyn, WBT, Charlotte, treasurer.

TEXACO PROGRAM TAKES FORD HOUR

CANCELLATION of the *Ford Sunday Evening Hour* on CBS, due to the war situation and its effects on the war industry [BROADCASTING, Jan. 19], has started a number of program shifts by CBS sponsors.

Texas Co., New York, on March 8, week after the Ford Hour signs off, moves its *Fred Allen* show into the Sunday evening 9-10 p.m. spot, from the program's present location at 9-10 Wednesdays. This move will bring to an end the opposition of Fred Allen and Eddie Cantor on NBC-Red. Texas Co. agency is Buchanan & Co., New York.

In the spot, Procter & Gamble Co., Cincinnati, plans to put two half-hour programs, the first from 9-9:30 p.m., probably to be the Ransom Sherman show, now heard on CBS Fridays at 10 p.m. for Ivory soap, through Compton Adv., New York.

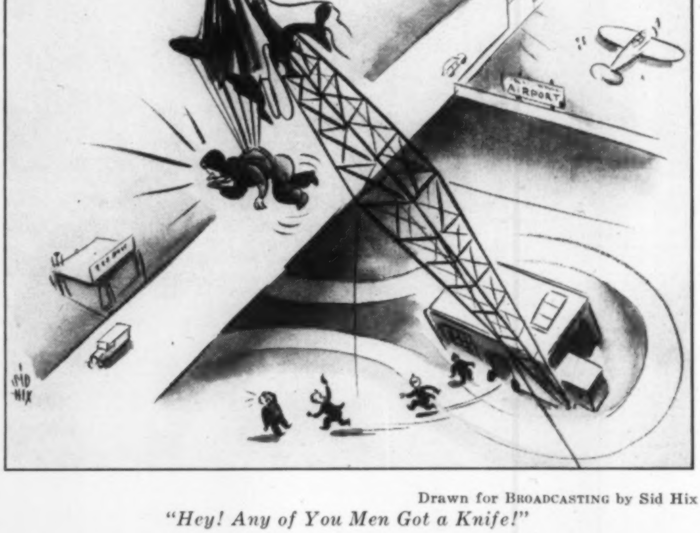
The second program had not yet been decided upon by P&G last week following meetings with Compton, Pedlar & Ryan and Benton & Bowles, which have portions of the P&G account.

Eno Toothpaste Spots

J. C. ENO Ltd., Toronto (American Division), on Feb. 9 will start a 17-week test campaign to introduce MacClean's toothpaste in this country, using 50-word announcements seven times weekly on KGO, San Francisco, and six times weekly participations on two women's programs on KGO, that city. Programs are *Housewives Protective League*, and *Sunrise Salute*. Agency is Atherton & Currier, New York.

Ethyl Names Champlin

RALPH C. CHAMPLIN, director of public relations of Ethyl Gasoline Corp., New York, has been appointed director of advertising and public relations for the company, succeeding Paul E. McElroy, who has resigned to enter Government service. Mr. Champlin was formerly with BBDO, New York, before joining Ethyl in 1937.



Drawn for BROADCASTING by Sid Hix

"Hey! Any of You Men Got a Knife!"

Bryson Appointe To Succeed Fishe

CBS Educational Direct Assumes NBC Position

WITH resignation of Sterli Fisher as director of education f CBS, Lyman Bryson, chairman o the CBS Adult Education Board was named to assume the post.

A graduate of the U of Michigan Mr. Bryson spent several years i Omaha and Detroit as a newspaper reporter and following this was teacher for four years at Michigan Later he became secretary of the International Red Cross and spe a number of years in Europe i work for that organization. He i the author of *Adult Education Which Way America*, *The New Prometheus* and *Working for Democracy*.

Fisher's Career

Mr. Fisher has joined NBC as assistant to Dr. James Rowland Angell, public service counselor. Mr. Fisher, who last month received a citation from the National School Broadcasting Conference for his contributions to inter-American education by his work in extending the *CBS School of the Air* from national to a hemispheric project, which is now broadcast in Canada and throughout Latin America, will assist Dr. Angell in establishing an *NBC Inter-American University of the Air*, to begin operation about April 1.

Pointing out the increased need for mutual understanding of each other by all American nations, Dr. Angell said that recognition of this need had led NBC to undertake the foundation of "a permanent education broadcasting institution to serve the entire Western hemisphere."

A native of San Antonio, Mr. Fisher got his B.A. degree from the U of Texas and his M.A. from the U of California, the two being separated by an interlude of teaching at the U of Western Japan and at Georgia Tech and studying journalism at Columbia. After another period of teaching in Japan, he joined the editorial staff of the *Springfield* (Mass.) *Republican*, moving from there to the *AP* and thence to the *New York Times*. After seven years with the *Times*, in 1937, Mr. Fisher joined the CBS special events department, subsequently becoming director of education and talks.

Coast Blackout

FOR THE FIRST time since th United States was forced into wa Southern California on Jan. experienced a daytime radio "blackout", while military authorities sought to track an undisclosed number of unidentified planes detected in flight over an unspecified area. Acting on orders from the Fourth Interceptor Command at San Francisco, the FCC instructed its defense coordinator for 29 Southern California stations to halt broadcasting at 6:42 a.m. Programs returned to the air at 10:32 a.m. when "all clear" signal was given. Silence affected stations from Santa Barbara to the Mexican border. Los Angeles police short-wave broadcasting station was also o the air. No air-raid precautions other than the radio silence wa taken.

THE ALLOCATION OF THE WLW RADIO DOLLAR IN 345 MIDWESTERN COUNTIES
WLW

"WHAT! CINCINNATI COSTS US ONLY $138.72?"

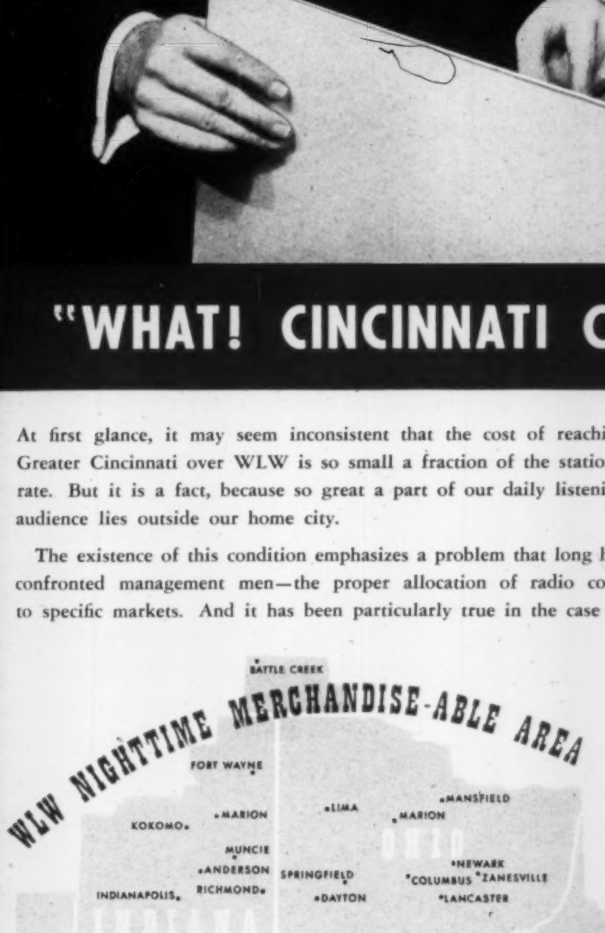
At first glance, it may seem inconsistent that the cost of reaching Greater Cincinnati over WLW is so small a fraction of the station's rate. But it is a fact, because so great a part of our daily listening audience lies outside our home city.

The existence of this condition emphasizes a problem that long has confronted management men—the proper allocation of radio costs to specific markets. And it has been particularly true in the case of WLW advertisers, because of the wide coverage of the station, and the number and diversity of the markets we serve.*

Realizing the need for an accurate cost control technique for our advertisers, WLW engaged Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. Dr. Mead studied 208,411 coincidental telephone survey calls made in 28 markets, and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW. The result is "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties," which gives an accurate charge-off system for allocating WLW time and talent costs to 38 Merchandise-Able Areas in eight states.

Since its publication, a number of WLW advertisers have found this study so helpful in controlling sales and distribution costs that we are convinced it is a worthwhile contribution to many of the problems faced by management in modern merchandising.

Consult your advertising agency, or write WLW, Cincinnati, Ohio. We'll be glad to send a representative to explain the Cost Allocation plan, and how it applies to your problem.


WLW NIGHTTIME MERCHANDISE-ABLE AREA
BATTLE CREEK
FORT WAYNE
KOKOMO
MARION
LIMA
MANSFIELD
MARION
OHIO
MUNCIE
ANDERSON
RICHMOND
SPRINGFIELD
NEWARK
COLUMBUS
ZANESVILLE
INDIANAPOLIS
DAYTON
LANCASTER
INDIANA
PARKERSBURG
TERRE HAUTE
BLOOMINGTON
WLW
CINCINNATI
PORTSMOUTH
IRONTON
W. VA.
ASHLAND
HUNTINGTON
CHARLESTON
LOUISVILLE
FRANKFORT
LEXINGTON
KENTUCKY

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

***Combined retail drug and grocery sales in WLW's Nighttime Merchandise-Able Area are one-third greater than those of New York City's five boroughs, more than three times than greater corporate Chicago!**